



Taking Care of Business (Creating B2B Partnerships)

ACHE 2015

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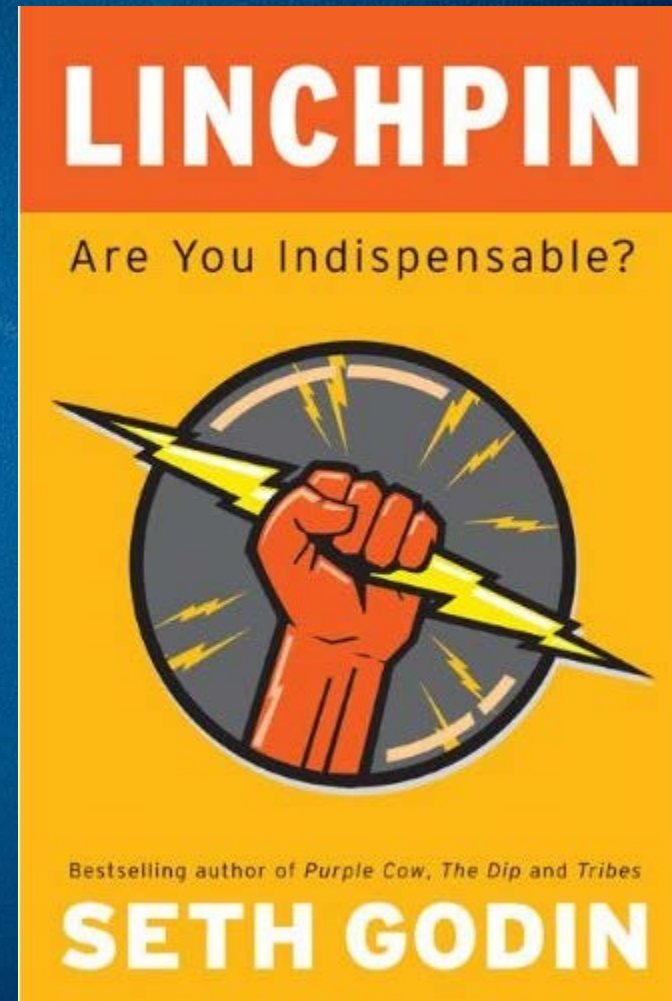
Building Relationships

Marketing is a social process involving the activities necessary to enable individuals and organizations to obtain what they need and want through ***exchanges with others and to develop ongoing exchange relationships.***

Marketing Management: a strategic decision-making approach, 8th ed.

Building Relationships

- Work is a chance to do art. Every interaction you have with a coworker or customer is an opportunity to practice the art of interaction.
 - Seth Godin, Linchpin



The Culture of Connection

- The key point of distinction between vendors calling on a company is rarely price. It's the perceived connection between the prospect and the organization....the individual in the organization who collects, connects, and nurtures relationships is indispensable.

The Culture of Connection

- Virtually all of us make our living engaging directly with other people. When the interactions are genuine and transparent, they usually work. When they are artificial or manipulative, they fail.



The Culture of Connection

- The linchpin is coming from a posture of generosity; she's there to give a gift. If that's your intent, the words almost don't matter.



The Culture of Connection

- We're buying relationships and stories and magic... it's about figuring out whom we can trust and work with.



The Culture of Connection

- When you meet someone, you need to have a superpower. If you don't, you're just another handshake. It's not about touting yourself or coming on too strong. It's about making the introduction meaningful.



If I don't know your superpower, then I don't know how you can help me (or I can help you).

Relationship Marketing Strategies

- Make every customer interaction count
 - One on Ones
 - Events
 - Social media
 - Give more than you receive
 - Be personal and emotionally intelligent
 - Be sure to involve everyone in conversations when networking



Relationship Marketing Strategies

- Follow-through on commitments and claims about products or services
 - Customer Service/Satisfaction
 - We live in a world where everyone you meet is a broadcaster
 - Tell the truth to maintain credibility
 - Respond promptly



Relationship Marketing Strategies

- Listen to customers
 - Do more listening than talking
 - Take notes
- Be a connector
 - Be proactive



Relationship Marketing Strategies

- Surround your customers with valuable information
 - Send a regular stream of news
 - Be a source, not just a bullhorn
 - Communicate even when you don't have news
 - Content Marketing



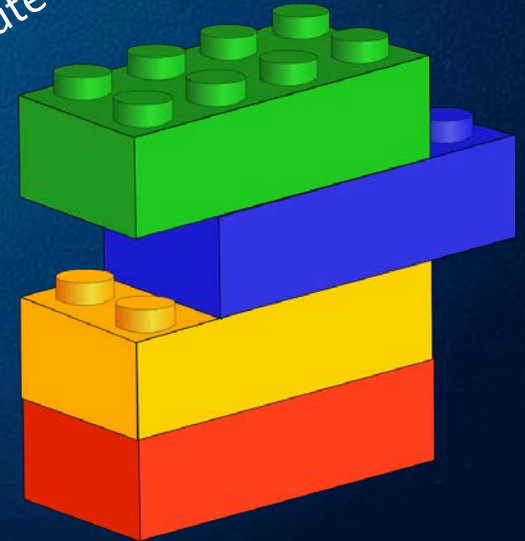
Content Marketing

- *“Content marketing is a strategic marketing approach focused on creating and distributing **valuable, relevant, and consistent content** to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action.”*
- *“Successful PR strategies address issues readers care about, not their business”*
 - *Content Marketing Institute*

Content Marketing

- Content marketing raises awareness of solutions and educates consumers about a product they may have never considered before.
 - Social media
 - Blogs
 - Webinars/webcasts
 - Podcasts
 - Workshops/seminars
 - Articles/Books
 - Infographics
 - Web pages
 - Videos

The Lego Movie was a 100 minute toy commercial.



#1 Secret of Content Marketing

- Add value

- Building relationships helps build value in your content marketing – you know what your customer wants.



Business Development

Relationship development



Content Marketing



Business Development

Business Development

- Keep a lookout for key influencers
 - Twitter, LinkedIn, personal contacts, networking
- Community groups?
- Common interests
- Being a vendor vs. being a partner



Business Development Survey

My company:

- ...conducts **regular polls and surveys** of our customer database to ensure we understand the current challenges and needs of our market.
- ...strives to **integrate customer feedback** as much as possible in order to improve our products and services.
- ...understands the power of social media and has **active profiles** set up on all the popular social sites such as Facebook, Twitter, LinkedIn, and Google+.

Business Development Survey

My company:

- ...has effective **listening and monitoring systems** in place.
- ...has a **corporate social media policy** in place that lets staff know what can and cannot be said, what actions can and cannot be taken, and how to handle any negative situation.
- ...generates **warm leads** from all online and offline marketing efforts on a regular basis.

Business Development Survey

My company:

- ...utilizes a reliable **customer relationship management strategy (CRMS)**.
- ...conducts **regular training sessions** for all members of staff on proper customer relations and social media best practices.
- ...stays on the **cutting edge** by evolving, adapting and integrating new technologies.

Business Development Survey

My company:

- ...embraces high-tech but **always maintains high-touch** by reaching out to our customers, prospects, vendors and partners.
- ...has a very **high customer satisfaction** rate.
- ...consistently goes out of our way to let our customers know how much **we value them**.

My Ultimate Goal – What's Yours?

- Building relationships helps develop.....
- Content marketing, which leads to.....
- Business partnerships, which ultimately equates into.....
- Increased enrollments for Columbia College



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