

GO CURVE EVERGREEN CLIENT SYSTEM™

GO Curve Blueprint

Cultivate and Nurture Plan

4-Message Marketing Mix Worksheet

Go Curve Evergreen Client System™ Sales Cycle

SUSAN G. TRIVERS, MBA

THE GO CURVE

Blueprint

SUSAN G. TRIVERS, MBA

MINING FOR GOLD INSIDE THE BOX

When your company is setting goals and making plans for the future, you could think outside the box. You could try to attract strangers. You could throw products and marketing against the wall to see what sticks.

OR you can **look** closely and carefully **inside your box of gold** and mine it for the treasures within.

We at Trivers Consulting Group know the best way to reach tomorrow's success goal is to start with the foundation you have today. Your foundation is strong because of three components: your current and recent buyers; your current offerings; and your current employees.

The GO CURVE helps you find many ways your company can mine the gold within. The GO CURVE is the path to:

- More Focus
- More Confidence
- More Business
- More Profit

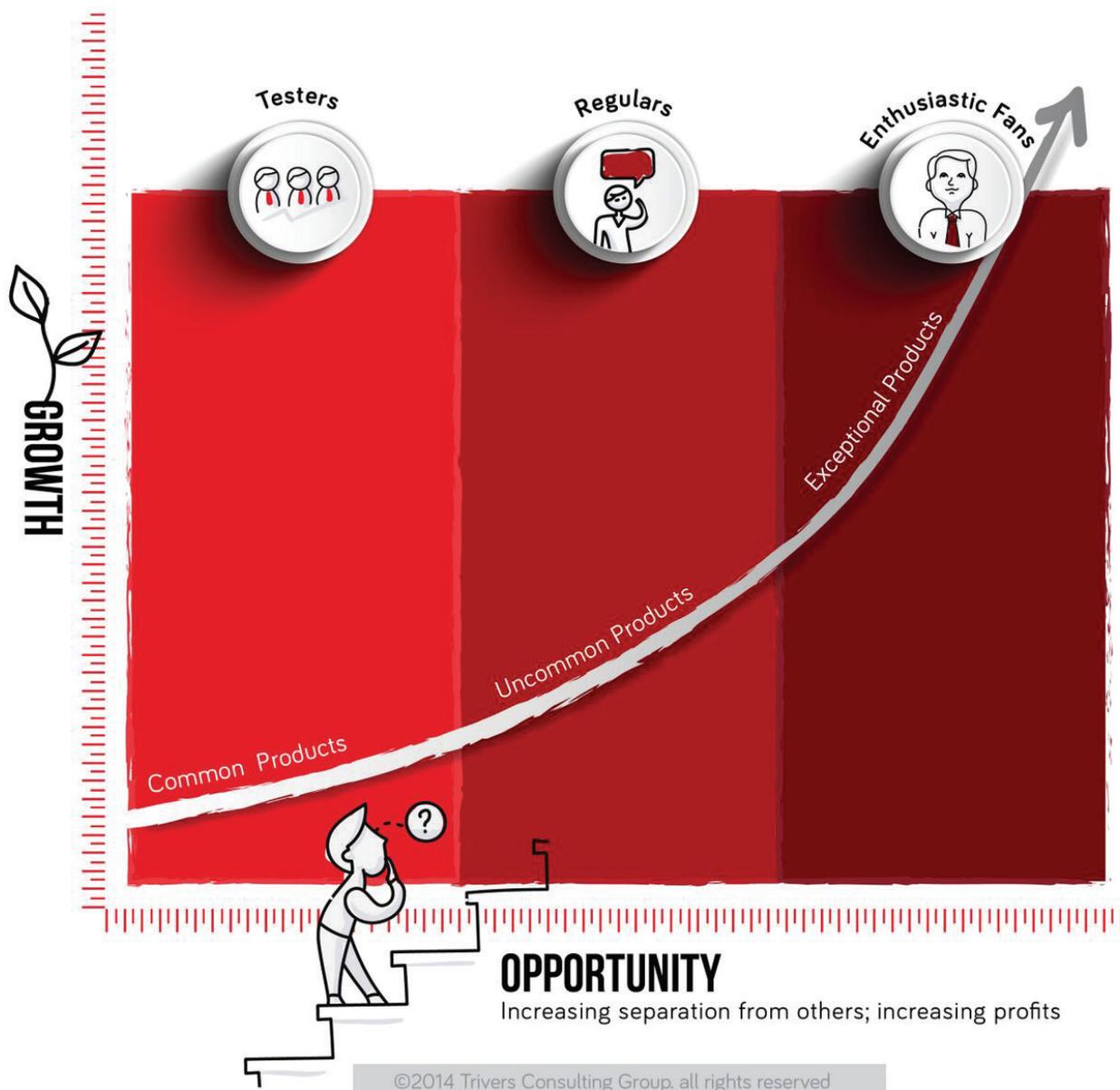
The GO CURVE takes what's on paper or on your screen--your P&L and your CRM—and maps them into a picture of your business today. It shows you which segments your buyers occupy and the range of your offerings.

From there you ask the critical questions to mine the gold that creates the path to success for tomorrow.

**Plot your Buyers and Offerings
on the GO CURVE on the next page.**

PLOT YOUR BUYERS AND OFFERINGS ON THE GO CURVE

GO CURVE



CREATE YOUR OWN PATH: 5 WAYS TO MINE YOUR GOLD

1 Modeling

If we move people from one segment to another, or we change the mix of offerings, what financial impacts can we expect? Using the visual GO CURVE, calculate the impacts of your various options. You will see clear winners and losers. Choose from among the winners.

2 12-month Plan to Cultivate and Nurture Buyers

Use your marketing resources where they will make the biggest impact. Carefully targeted marketing generates a higher rate of response (purchases). An annual plan keeps the momentum going.

- Customer appreciation messaging
- Customer retention messaging
- Top of Mind messaging
- Creating Demand messaging
- Repeat

3 Improve and Innovate Customer Service

- Where along the GO CURVE would improvements and additions to customer service make a difference to tomorrow's success?
- Who provides it and what do they provide?
- What financial and other resources are needed? How much do these impact profit?
- How do we create the biggest ROI (great impact, low cost)?

BE INSPIRED BY BIG THOUGHTS ON CHANGE

“We can’t solve our problems with the same thinking we used when we created them.”

Albert Einstein

“If you always do what you’ve always done, you’ll always be where you’ve always been.”

T.D. Jakes

The Trivers Consulting Group GO CURVE is valuable to every business because it creates **new thinking** and **new ways of doing**.

The GO CURVE reveals the gold within your company’s current mix of buyers and offerings and prompts you to create powerful new ways to achieve:

- More Focus
- More Confidence
- More Business
- More Profit

Trivers Consulting Group customizes every Engagement and Relationship to meet the specific needs of the client company and its owner. If you would like to open a conversation about how your company can achieve the 4 MORES, we would love to hear from you. **Call 703-801-0345.**

We'll invite you to complete a Listening Call questionnaire and book a complimentary 45 minute Listening Call. If we both agree to take a step, or several, we will design a working agreement that is exactly right for your company and you. There are no off-the-shelf services.

Trivers Consulting Group is celebrating 20 years of service to growth-focused business owners.

We know how to create businesses that last.



Susan G. Trivers, MBA

susantrivers.com • 703-801-0345





CULTIVATE AND NURTURE *Plan*

SUSAN G. TRIVERS, MBA

Cultivate and nurture plan to Maximize best buyer revenue

For the period: _____ (12 months)

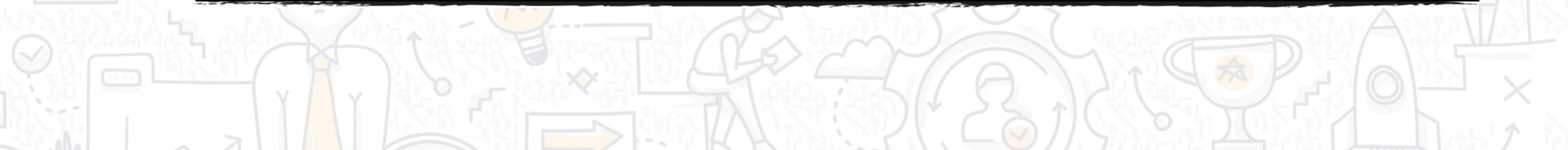
Prepared by CEO & Best Buyer Team: Marketing VP, account reps, customer service reps, product development lead

QUARTERLY	ACTION	DATE	WHO?	NOTES



Monthly

MONTHLY	ACTION	DATE	WHO?	NOTES



Continue Monthly

MONTHLY	ACTION	DATE	WHO?	NOTES

www.susantrivers.com



4-MESSAGE MARKETING MIX *Worksheet*



**Keep Your Company Front and Center in Your
Buyers' Minds And Increase Revenue and Profits**

SUSAN G. TRIVERS, MBA

4-MESSAGE MARKETING MIX WORKSHEET

Marketing is a set of activities that demonstrates empathy for and appreciation of your buyers.

The result is continuous attention to your company.

Trivers Consulting Group clients know that the right mix of content and formats is most effective at keeping your empathy for and appreciation of your buyers front and center with them month after month.

The 4-Message Marketing Mix

Your buyers want to feel you know exactly what they're going through as individuals. And they crave variety. The Marketing Message Mix meets both of these needs.

1. **Appreciation.** Buyers love hearing that you appreciate their business. Express your thanks to your buyers, after each purchase or project, and at regular intervals throughout the year. Please note: a mass mailing, whether hard copy or digital, at Thanksgiving or New Years, does not count.
2. **“Why Stay?”** “Why stay?” messages remind your customers and clients that you know what they're going through and that you've helped them already. It helps them recall the value they enjoy from their purchases from your company. Make sure your message reminds buyers of the outcomes they enjoy as a result of your features. (Avoid a list of features.)
3. **Top of Mind.** Top of Mind marketing gives value to your customers and clients with your company name attached to it. It's another way to demonstrate that you know what they're going through. You can share articles, checklists, tips, research and other content that remind people of your company. This content can be of general interest to your buyers or specific to groups of buyers. You're not trying to make a sale. You're associating your company name with valuable content on a regular basis.
4. **Create Demand.** It often comes as a surprise to companies to find out that just because a buyer bought once, doesn't mean they'll buy again without prompting; and that a buyer who bought once knows all the other value they could get from you. You have to tell them, and you do it with Create Demand marketing.

The Message Media

Choose a mix of delivery media, such as print, digital, video, audio, and images. Among digital choices are emails, electronic cards and eBooks. If you have, or create, client affinity groups, you could do short podcasts, zoom calls and videos with content of different types just for them.

Write Your 4 Marketing Messages on this Worksheet

We've included some examples below. Feel free to use them, and also write your own.

Appreciation message

How many ways can your company say 'thank you'? You need three variations per year. You can repeat these annually. Use mix of paper, digital and in-person or phone.

Example of written appreciation note: "Dear David, We so appreciate that you chose (company name) for your recent (product/service). Thank you for trusting that we will meet your needs. We are here for any questions or future needs that arise. Very best wishes, Bob Smith, President

Be as specific as possible about the purchase the buyer made. This helps them connect your company to the product or service everytime they use it.

Write your Appreciation messages here:

1.

2.

3.

In addition to print and digital messages, Special Client Appreciation Events are extremely valuable to keep buyers close and eager to buy again. We have many suggestions for activities and invitations that we share with our clients. Schedule one per year.

Create Demand messages

The Create Demand message is specifically an effort to prompt a new purchase. There will be a call-to-action. Put your best sales hat on for Create Demand messages.

You need three Create Demand messages per year. You can use paper, digital and face-to-face methods.

Create Demand messages will be a bit longer and more complex than the other three message types.

First, remind people that you know what they're going through. Then remind them that they're familiar with one/some of your products and services, and create a desire for more. Also create a desire for something else they aren't familiar with.

A personal reference. Remember that you're speaking to a real person who is already a customer or client. Example, "Hello Don, We're so grateful that you've been our customer since (year) or for X years."

Remind them that you know what they're going through. This can be a great event (positive) or a challenge (negative). Be sure to tell them that you know about them. This sounds like this: "We enjoyed helping you improve the problem of too little profit for your level of revenue."

Question about a need or want. Ask about a need related to what you know they're going through. Not features but outcomes. Example: "Have you maximized your profit margin or are you still working to increase it?"

Statement about desired outcome: If you're ready to grow even more, you will love our "Catalyst for Growth™ System." It's an approach that pulls all the pieces together to boost revenue and profits in 6-9 months.

Testimonial. This System has received raves from other clients/customers for the way it speeds up margin growth. A recent client, (name here) said "I (testimonial)."

Future: We're excited to have our (product or service) ready for you.

Call to action: Please call me if you're ready to get started increasing your margins on every sale.

Attract attention with the outcome or value the buyer gets; then you may highlight a couple of features. You need smart, attention-getting copy and great graphics. Be sure your tone is one of familiarity.

Example of a Create Demand message:

Hello Don, We're so grateful that you've been our customer since 2005. We enjoyed helping you solve the problem of *too little profit for your level of revenue*. Have you continued to *maximize your profit margin or are you still working to increase it*? If you're ready to grow even more, you will love our "Catalyst for Growth™ System." It's an approach that pulls all the pieces together to boost revenue and profits in 6-9 months.

**GO CURVE
EVERGREEN
CLIENT SYSTEM™**
Sales Cycle

SUSAN G. TRIVERS, MBA

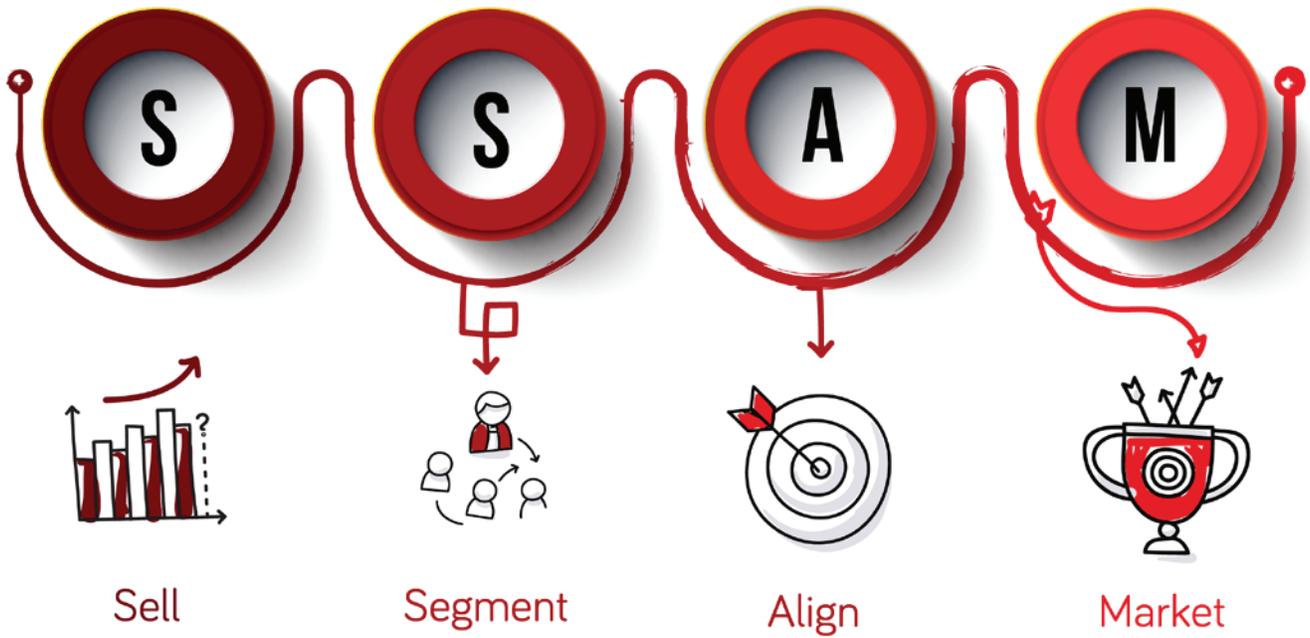
GO CURVE EVERGREEN CLIENT SYSTEM™ SALES CYCLE

Seeing the various elements of the GO Curve Evergreen Client System in one image helps owners and their teams envision their day-to-day activities. Once you see the whole cycle you can design an implementation plan that will increase revenue and profits from your current buyers.

Current buyers are the most potent sources of profits, bar none. Make this system your reality.

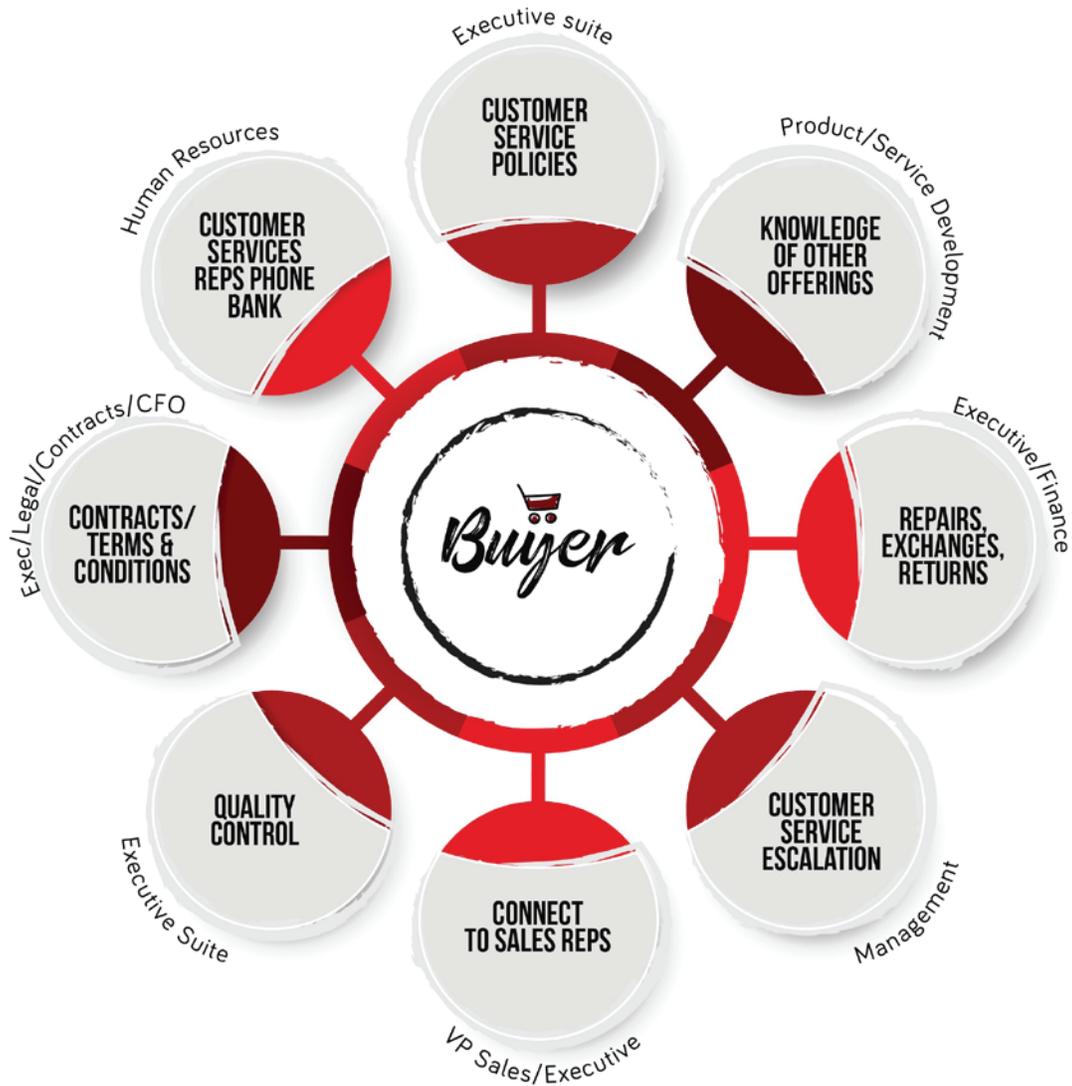


The SSAM Method TO EXPONENTIAL SELLING



©2017 Trivers Consulting Group. all rights reserved

The Customer Service **REVENUE GENERATING SYSTEM**



©2018 Trivers Consulting Group. all rights reserved