

Gaining Customer Insights to Drive Sales



Welcome

John T. Childress

Omar Chambers



Introductions

- ❖ Your name, company name, what your business does
- ❖ Your vision for 2018
- ❖ Why do your customers like your business?





What Powers Sales Growth?

- ❖ Giving the customer what they want
- ❖ Examples of fast growing companies –
 - ❖ Netflix
 - ❖ Amazon
- ❖ Keys to their success
- ❖ Out of the box ideas?



Customer Focused Sales Approach

- ❖ Learning what customers want
 - ❖ Now
 - ❖ Future
- ❖ Turning  into 
- ❖ Letting go – sunk costs!
- ❖ Designing your operations to meet needs



Ideas to Gain Sales Feedback from Your Customers

- ❖ What type of feedback do you want?
 - ❖ Specific
 - ❖ Why do they buy?
 - ❖ Where and how do they want to buy?
 - ❖ 2nd Level – what specifically do they like or want?
- ❖ Customer Feedback Tools
- ❖ Best for Cayman Islands?



Small Group Breakout

- ❖ Give the best approaches for your industry
- ❖ Steps needed for implementation
- ❖ Timeframe and expected results
- ❖ Potential resources for assistance



Best Approaches

- ❖ Share best approaches
- ❖ Discuss how to measure effectiveness
- ❖ Commitment for action
 - ❖ Attach a timeline for action!



Putting the Plan Together

- ❖ Feedback plan
- ❖ Customer focused ideas
- ❖ Company implementation
- ❖ Timeline and Measurement



Small Group Breakout

- ❖ Build Your Plan
- ❖ Share with partners
- ❖ Timeframe and expected results





MINISTRY OF
FINANCIAL SERVICES,
COMMERCE & ENVIRONMENT
CAYMAN ISLANDS GOVERNMENT



Questions?





Link International Group
67 Fort Street Artemis House
PO Box 1978, Grand Cayman KY1-1505
Cayman Islands
T 1(345) 623.0030
W www.linkgroup.ky