



Relationship Marketing That Breaks Through Existing Relationships

imarketing
engaging the individual



Who the
Heck
are
YOU?



Who the heck are you?

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If you were after my girlfriend...

- How would you get between us?
- What would you tell her to leave me?
- When would you tell her?
- Who else would you tell?



The Service Relationship

- Often stronger than a marriage
- Trust
- Perceived Experience
- Inseparability
- Intangibility





Attractive
Service
Providers

What makes them attractive?

- Willingness to listen
- Readiness to respond
- Approachability
- Perceived expertise
- The 'in-crowd'
- Accessibility



Most Importantly

- What's in it for me?
- When do I get it?
- How do I get it?
- And who's going to give it to me?



Unattractive
Service Providers



What makes them unattractive?

- Lack of dedication to clients
- Poor market orientation
- Internal structure issues
- Staffing issues
- They've done something wrong



When will they change?

- People will only change professional service providers when they believe that their professional service provider has wronged them
- Or if there is a better alternative presented
- Trust issues in the relationship



Breaking a relationship

- Insecurities
- Problems
- Trust issues
- “They don’t care enough for me”



Building the relationship

- I'm a better alternative
- I care about you rather than your money
- Honesty
- Confrontation



Redefining relationship marketing

- Usually viewed as managing existing client relationships
- Value needs to be placed upon building relationships with prospects
- You need to be friends before you can date or even consider marriage



Approaches

- Direct approach
- In-direct approach
- Combination



Direct approach

- Direct comparative marketing
- We're better
- Why we're better
- When we're better
- It's best for you to change



Direct approach

- Effective if delivered at the right time
- Can ostracise some clients
- Needs to be structured to focus upon the prospective client as being under-valued by their existing service provider



In-Direct Approach

- Entertainment
- Newsletters
- Casual interaction



Combination

- Best possible approach
- Value the client build a relationship instead of a client
- Point out the problems in their existing relationships



How to reach

- Prospect database
- Direct interaction
- Unique promotional marketing
- Targeted branding campaigns
- Sponsorship



Shifting scale of conversion

- Professional services have a long lead conversion time
- Reluctance to change providers despite awareness of discrepancies



Can't even get a look in

- You need direct contact with a prospect to be able to form a relationship.
- Many people will avoid direct contact with a business
- Increase level of technology
- Sceptical about marketing



Solution

- Personal contact
- Direct relationship building repetition
- Make non-personal spaces personal



Networking

- Ongoing
- Involved on both levels
- Engage outside of the 'set interaction space'.



Conclusion

- No simple solution
- Work on insecurities
- Present your strengths
- Direct personal interaction
- Treat prospects as people instead of businesses
- Repetition and determination win out in the end

