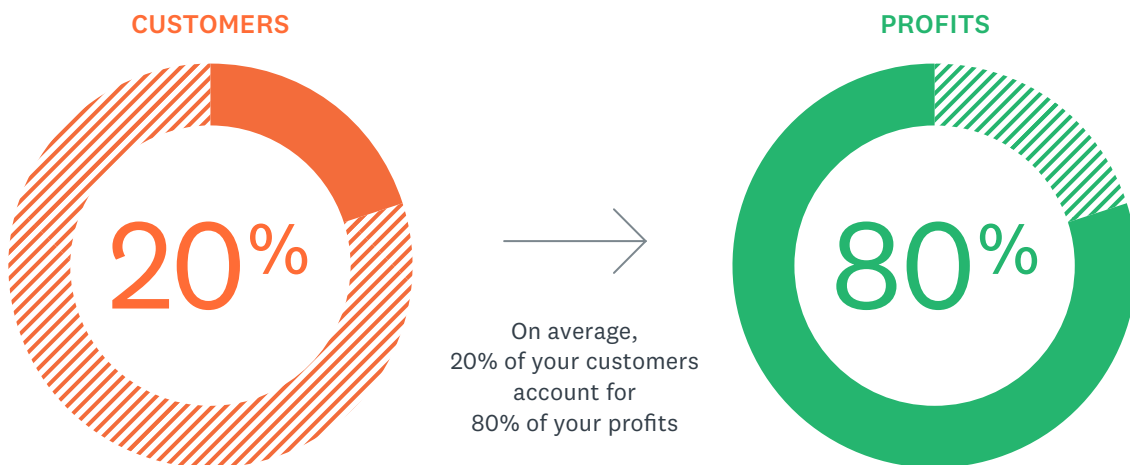# 3 Steps to Winning Customers & Creating Advocates

3 Steps to Winning Customers & Creating Advocates

You know that customers are the lifeblood of your business—so acquiring more of them is essential to your growth. The holy grail, however, is transforming those customers into advocates.

PROFITS

20%

80%

On average,
20% of your customers
account for
80% of your profits

Advocates of your business don't just buy more as repeat customers. They share positive word of mouth, give rave reviews, and are key drivers of referrals.

This guide will show you 3 steps to acquiring more customers, turning them into advocates, and ultimately growing your bottom line.

1

Engaging prospects and improving lead quality

According to one study, **only 5% of salespeople said leads they received from marketing were very high quality**. So how can you give your sales team the leads they need to succeed?

High quality leads
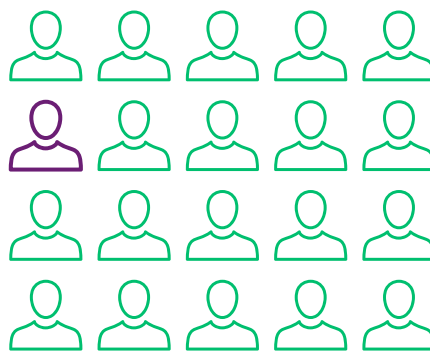
A great way to engage your prospects and learn more about them—allowing you to profile their lead quality, or "score the lead"—is by asking them questions. Consider these examples that you might include in a brief feedback survey following initial contact, webinars, or trainings:

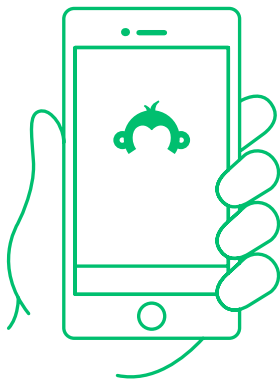|	
Are you currently looking to purchase a [your category here] solution?	What's your purchasing timeline?
What's your budget?	What pain points or business challenges do you currently face?
Who are the decision makers for this purchase?	What other solutions are you considering?

Only about 22% of businesses are satisfied with their conversion rates.

([Econsultancy, 2016](#))

It's no secret that high-quality leads are easier for sales teams to convert. Gathering and sharing information around a prospect's purchasing decision helps sales by identifying the hottest, most urgent leads. It also allows them to tailor their conversations to their prospects' specific challenges.

Additionally, your marketing team is more easily able to segment their prospects and decide what offers should be made, and when.

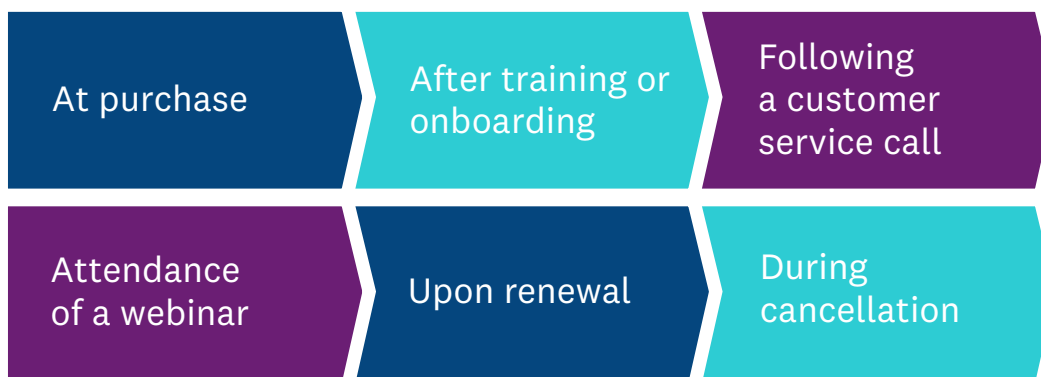For examples of questions you might ask throughout the conversion funnel, check out this infographic.

2

Measuring and syncing customer satisfaction data to your customer database—in a scalable manner

Research we conducted showed that 83% of businesses who describe themselves as "successful" measure customer satisfaction. So how do you find out what your customers are thinking in a manner that is not only smart, but scalable?
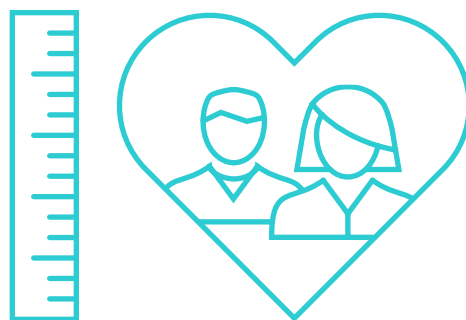
By 2020, customer experience will outweigh the importance of price and product.

Integrating your sales and marketing platforms like Salesforce, Marketo, or Eloqua with online surveys makes it easy. Survey deployment can be triggered by operational events linked to your customer database: a successful product installation, attendance of a webinar, or subscription cancellation (to name a few). This allows you to automate the collection of feedback at each stage of the customer lifecycle:

At purchase	After training or onboarding	Following a customer service call
Attendance of a webinar	Upon renewal	During cancellation

Online survey integrations also let you trigger a follow-up action based on a survey response. For example, if a customer's survey indicates they are dissatisfied with their service, an automated workflow can prompt a customer service representative to immediately follow up, diagnose, and address the issue.
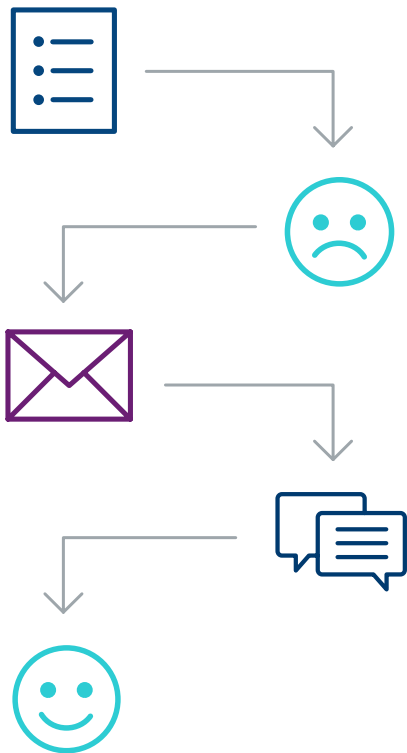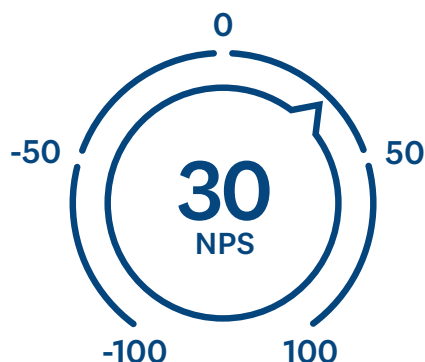
Using NPS® to reduce churn and grow referrals

You might have heard of NPS, or the Net Promoter Score®. It's a question designed to quickly assess customer loyalty. You've probably seen it before:

"How likely is it that you would recommend this product/ service/company to a friend or colleague?"

30
NPS

0

-50   50

-100   100

# Strong customer success programs are reducing some companies' churn rates to under 1%.
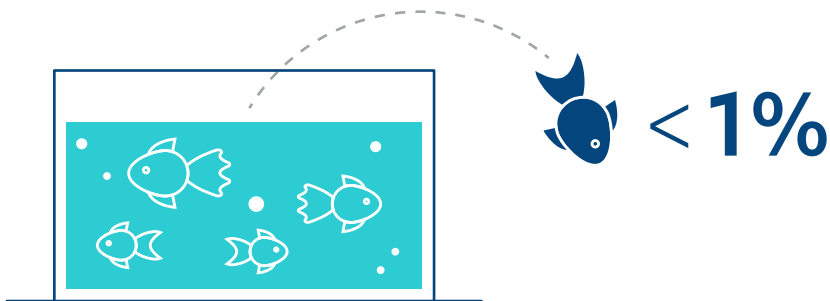
If you'd like to learn more about NPS, <u>read this blog post</u>.

NPS is a powerful tool when used correctly. Besides measuring customer sentiment toward your brand, you can tie it to actual customer accounts and automate actions based on responses.

Based on the workflows you create, a bad NPS score might trigger a response from an account representative to try and retain a customer. A good NPS score? That can prompt a request for product reviews—or referrals. All of these can be accomplished with automated triggers.
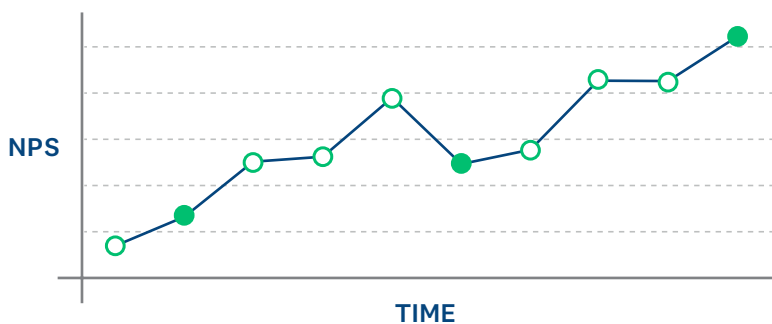
NPS also gives you the ability to continuously monitor customer health. Tying NPS scores to customer accounts lets you look at your business through the lens of customer happiness on a more granular level: by geography, revenue, sales rep territory, industry, and more.

NPS®, Net Promoter® & Net Promoter® Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company and Fred Reichheld.

What are you waiting for?

When you know more about your prospects, you're more likely to close deals. When you know more about your customers, you're better equipped to exceed their expectations, and give them an experience that is relevant to their needs.

Integrating survey data with your existing sales and marketing platforms lets you automate much of the required work, adding speed and scalability to the equation. The result? A stronger, faster ability to turn your customers into advocates, who help champion your brand and grow your business.

Start getting more out of your survey data so you can start getting more out of your customer relationships by integrating your survey data with **Salesforce, Marketo, and Eloqua.**

Learn how to get started here.