

market

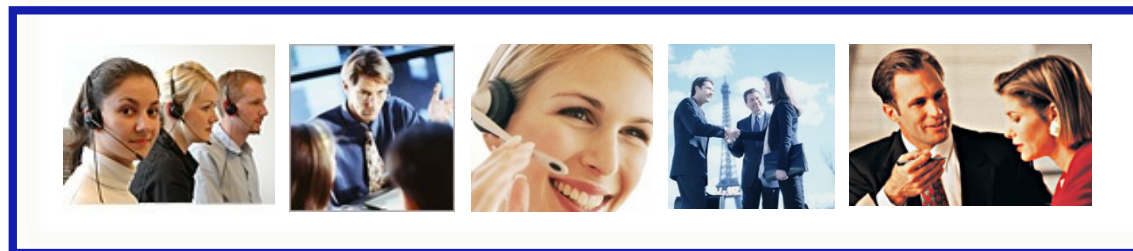
ARGUMENTS

Groupe Market Vision

From good to great sales performance : creating committed customers with inspired employees

For FIBA

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Who are we ?

market
vision

**Marketing Research /
Growth Strategy consultancy**

Specialist in 'beyond the declarative'
market research / decision logics
Sales and hypersatisfaction metrix



**Winner of the 2008
Marketing Magazine
Award in Market Research**

market
ARGUMENTS

**Sales force & Aftersales
Relational consulting & training**

- Best practice sharing
- Sales & Service training
- Relational training

Recent Credentials



How to achieve a lasting and profitable growth ?

❖ Good offers, products

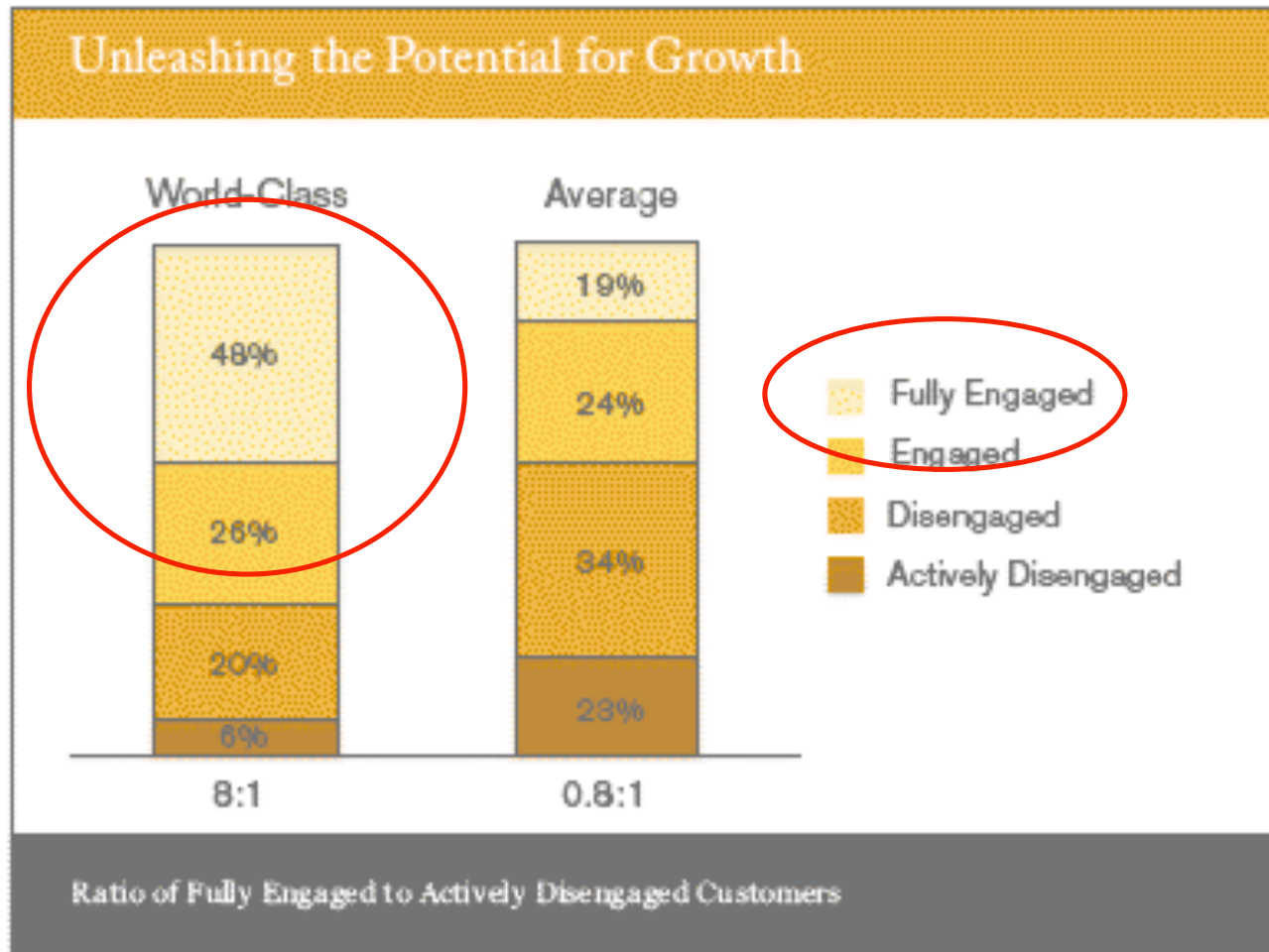


And loyal
customers...

and a powerful 'positive word of mouth'

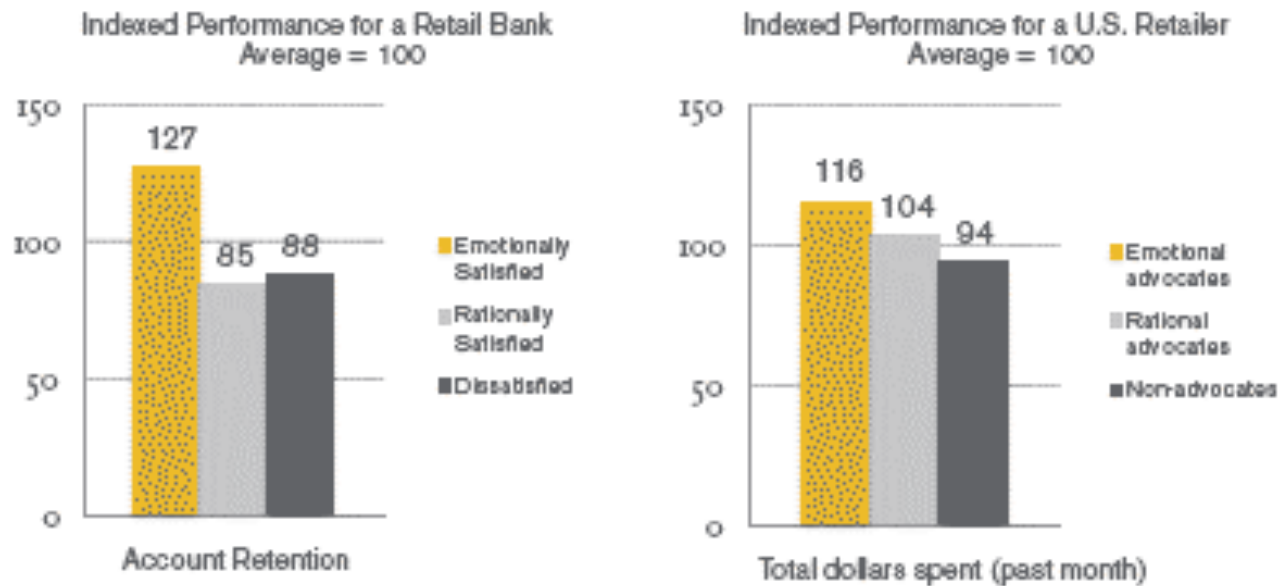


Worldclass companies have more engaged customers



Source Gallup

Emotionally connected customers tend to deliver significantly enhanced business results when compared to their rational counterparts.



Source Gallup

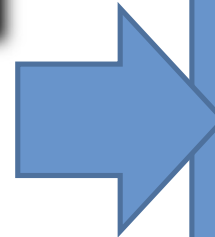
a positive word of mouth ?

More promoters



than

detractors



Profitable growth :

- Lower costs to recruit
- Easier Upsales
- Lower after-sales compensation costs

HOW ?

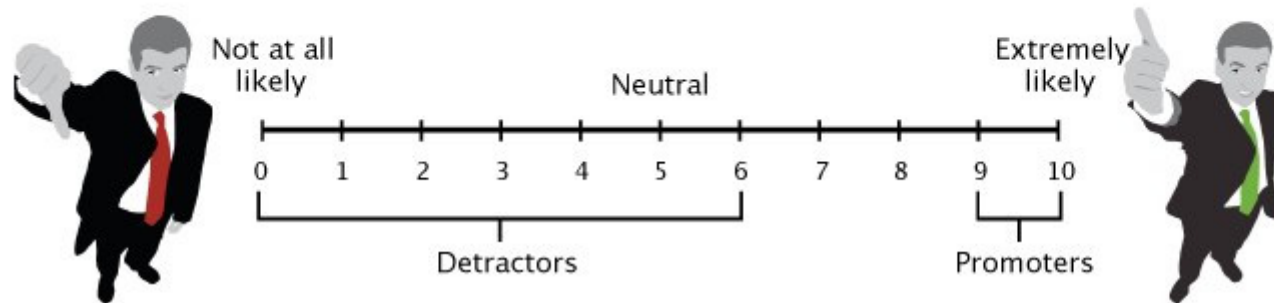
1 Understand :

- ❖ What makes promoters ? Detractors ?
- ❖ How generate loyalty ?
- ❖ What generates
 - ❑ Dis-satisfaction
 - ❑ Satisfaction
 - ❑ Hypersatisfaction
 - ❑ Pride
 - ❑ Engagement



Net Promoter Score : simple and proven metrix

Q1 : How likely are you to recommend to a colleague, family member, or friend?

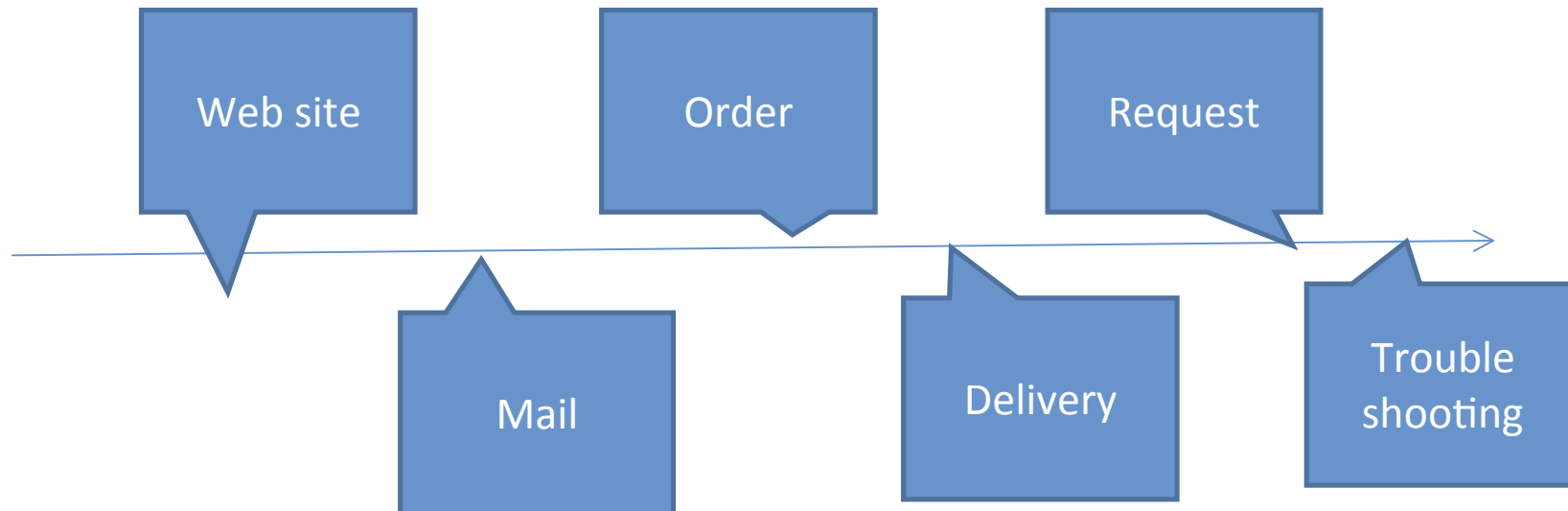


- Open standard
- Ease of adoption
- Actionable
- Proven correlation to growth

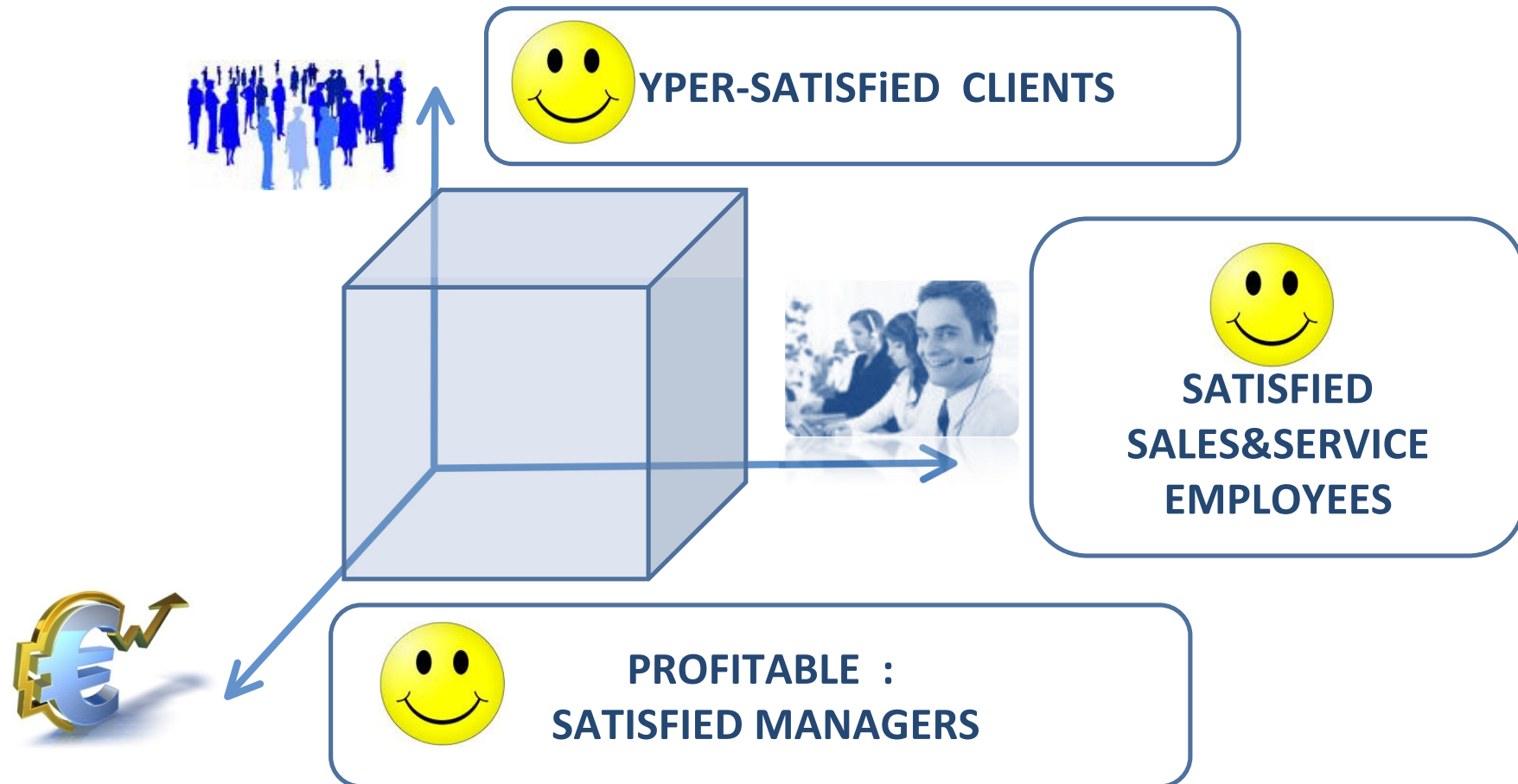
$$\begin{aligned}
 & \text{+} \quad \text{\% of 9s and 10s} \\
 & \text{-} \quad \text{\% of 0 through 6} \\
 & \text{=} \quad \text{Net Promoter \%}
 \end{aligned}$$

Q2 : WHY ?

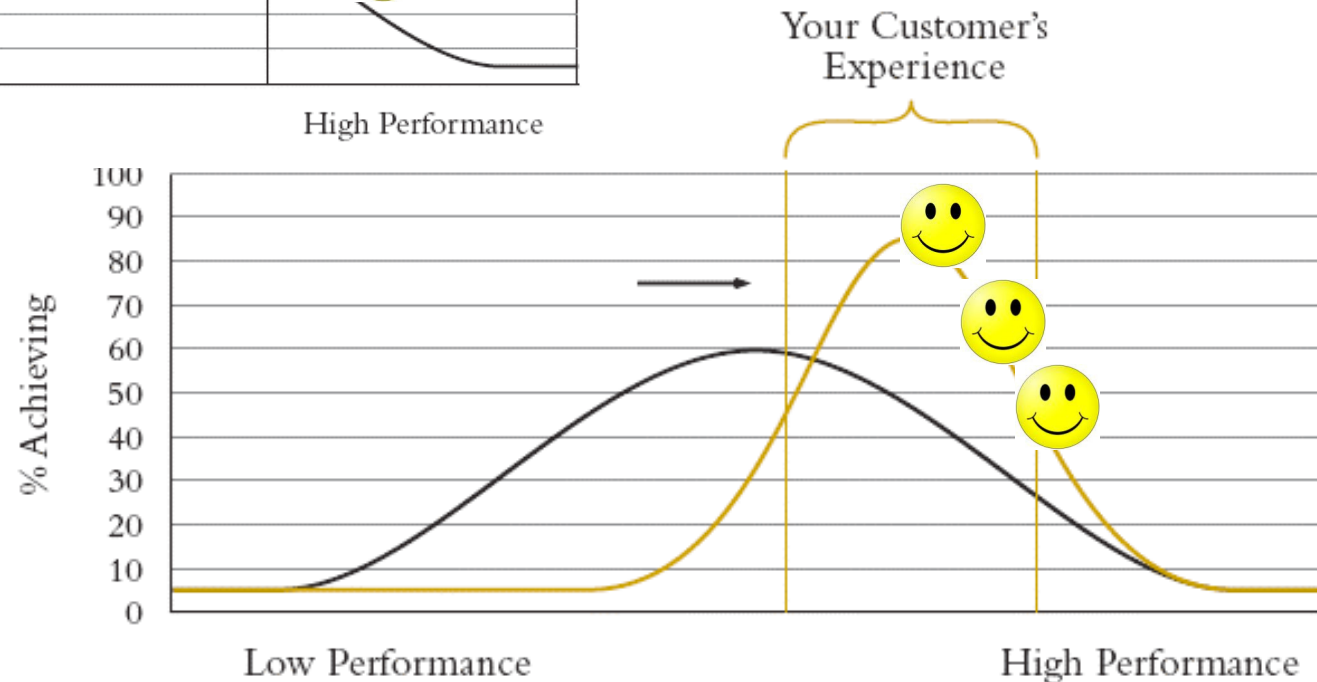
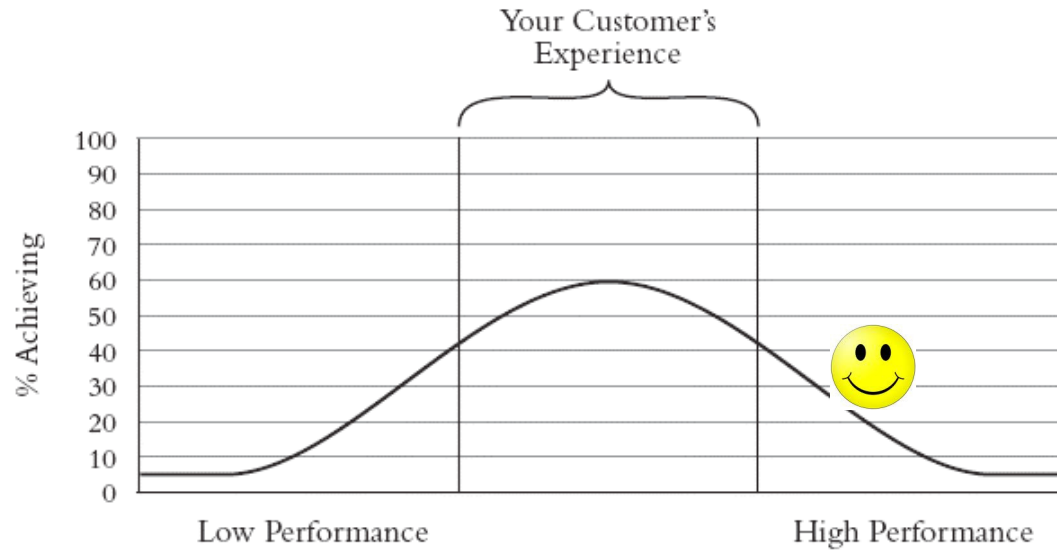
Touch point analysis



2. Detect, improve existing 3 Smiles Best Practices



2. Spread 3 Smiles Best Practices



The route of hyper-relation for a lasting and profitable performance

1/ Shape and share a positive and performing vision of customers

:

- Why love them ?
- What to do to generate sales & hypersatisfaction ?

2/ Align all processes on Key Objectives

- compensation, management, sales & services behaviours and arguments...

3/ Implement Measures of Key Indicators for the key objectives

4/ Animate the dynamic of generating & sharing best practices

& Ultimately

The ultimate level : generate the reason for customers & employees to be **proud** of the Mission of the company

⇒ Inspired employees :



& Ultimately



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