

Deepening Customer Relationships

Both sales and marketing are charged with building mutually beneficial and strong business relationships. Each group drives to the same goals: relevant, targeted communications, trust, loyalty, commitment, and a stream of purchases. All of those goals are about interaction and engagement, and can be influenced by applying a framework that drives relationship marketing keyed to customer and prospect imperatives.

Relationships have stages – and not every relationship that your organization has is at the same stage, or moves to the next stage at the same rate. In order to apply a relationship-based approach to prospects and customers, we have to recognize “where they are”, i.e. identify the current stage of the relationship the individual and the account is in. We as marketers and sellers can participate in that journey by tailoring our strategies and tactics to fit the current relationship stage, and earn their trust and commitment to move into the next stage.

In practice, Relationship Marketing (RM) is most effective when:

- A specific set of targets is defined for RM focus and investment
- Relationship stages are tailored to reflect your customers and prospects' behavior
- A framework approach is used as an overlay to corporate and product communications
- Selected targets are assessed to benchmark RM stage for ongoing measurement
- RM Strategies are well defined before moving to tactical programs/campaigns

Relationship Marketing Framework

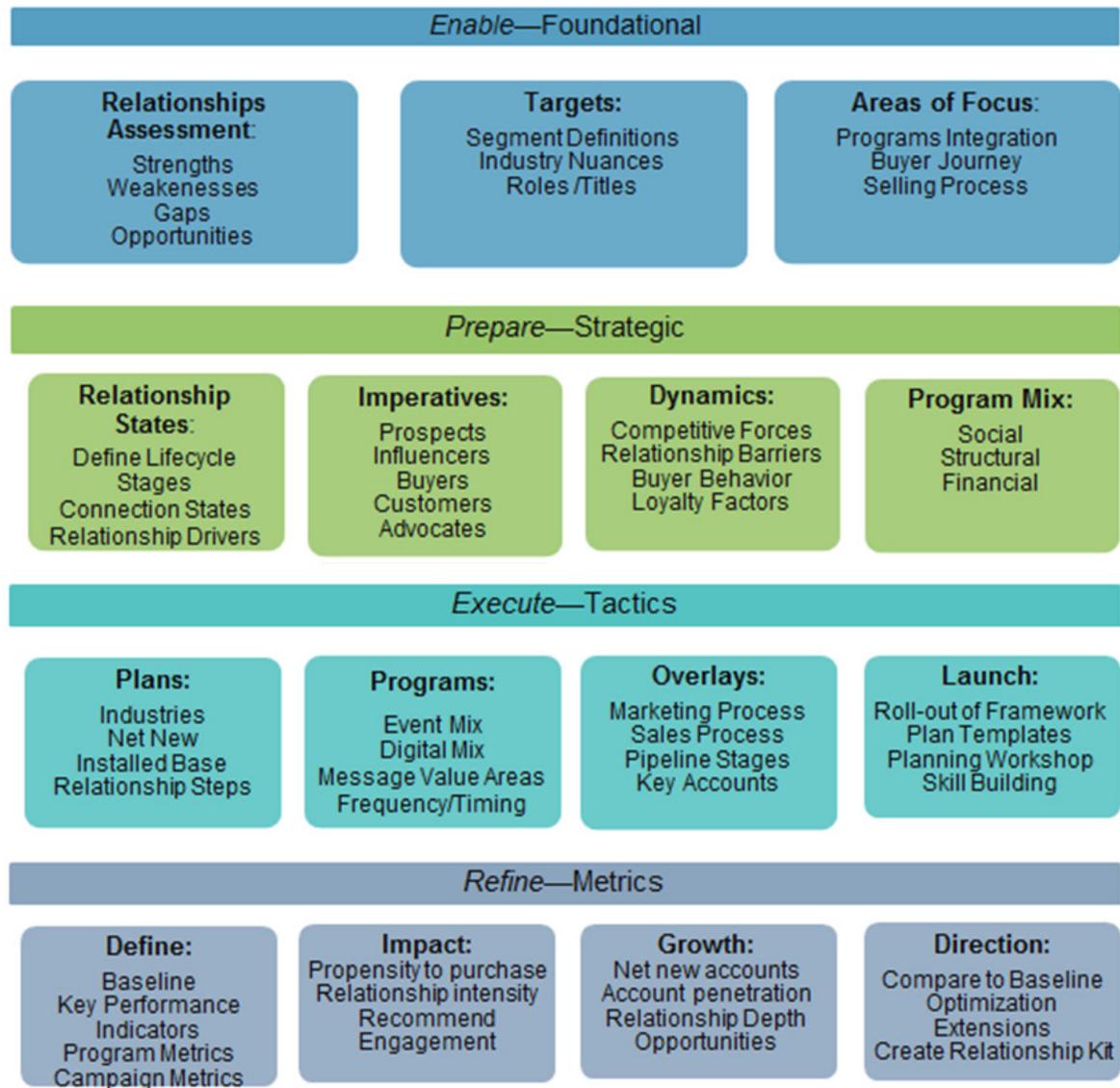
Utilizing Knowledge's Relationship Marketing Framework™ provides a modular, step by step approach to developing a relationship marketing program that will integrate with your overall marketing and sales efforts.

Outcomes include:

- Clearly defined RM Stages customized to your markets
- Creation of well-defined RM Strategies that are stage appropriate.
- Development of a flow of tactical programs and campaigns that are designed for one-to-one, one-to-few, and peer-to-peer connection states.
- Addition of a lifecycle view of customer interactions that extends beyond quarterly revenue measurement



Knowledge Relationship Marketing Framework™



The framework is modular, and can be customized to your organization's:

- Key Titles & Segments
- Relationship Stages & Definitions
- Best fit strategies & tactics for relationship marketing execution
- Benchmark and Assessment tool for relationship measurement and tracking
- RM Program Kit, including templates, training presentation, and model launch plan.