Driving More Value Into Your Client Relationships

Presented by Ira Gleser, GWSB MBA ‘82
“Who Is This Gleser?”

- GWSB MBA ‘82
- Accomplished marketing communications and customer relationship management pro
- Proven track record around growing brands and businesses
- Broad perspective gained from working in management and leadership roles in the beverage, foodservice, hospitality, consumer durables, and retail industries
- 16 years @ Coca-Cola: marketing, PR, events, account management
- Senior marketing roles at Schwab, Newell Rubbermaid
- Worked on both the corporate and agency side
- Launched B2B marketing firm in 2013
Are You Creating Value?

How Do You Know?
BRAND POSITIONING

What will an affiliation do for my business?

VALUE PROPOSITION

Why should I do business with you?
The conducting, supervising, or taking care of something; especially, the careful and responsible oversight of something entrusted to one’s care.
…is the process by which you communicate the value you are creating to establish a competitive advantage, insulate your customer relationships and grow your business.
When Practiced Effectively, Stewardship Will Allow You To:
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Review Your Strategies and PERFORMANCE With Your Customers
When Practiced Effectively, Stewardship Will Allow You To:

Uncover RED FLAGS Early and Avoid Surprises
When Practiced Effectively, Stewardship Will Allow You To:

Gain a DEEPER UNDERSTANDING of Your Customer’s Business Goals and Objectives
When Practiced Effectively, Stewardship Will Allow You To:

Identify Mutually Beneficial Opportunities to GROW THE BUSINESS
When Practiced Effectively, Stewardship Will Allow You To:

- Achieve **TRUSTED PARTNER** Status
- Be Perceived as **MORE THAN** a Vendor or Service Provider
The “Three Questions”

- How Are We Doing?
- What Could We Be Doing Better?
- What is One Thing You Would Like to Change in This Relationship?
Key Takeaways

- Steward to All Levels
- Formal AND Informal
- Ask Open-Ended Questions
- Involve Your Managers
The “Soft Sell” Slide

Bringing This Approach to YOUR Business:

- Deliver content at Company sales meetings, management planning meetings, account team meetings
- Role playing exercise – “The Three Questions”
- Account management audit
- Customer coverage plans
- Creating a stewardship dialog
Thank you and Questions?

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“Connecting Brands and Organizations to B2B Audiences through Impactful Marketing Communications”