

## **The Integrated Business Model™**

### **Turn Customer Service (**Expense**) Centers into New Business (**Profit**) Centers!**

What would happen IF you turned your customer service from an **expense** center into a massive new business profit center?

If your company could get more sales and referral business than it does today, what would be the financial payoff?

What would happen to your bottom line and personal income?

You can offer this value proposition, you can benefit from it.

Your company can get more new sales and referrals, even from damaged customer relationships. We can help you repair many of them and turn them into repeat buyers.

The Integrated Business Model generates immediate results.

Some of your clients are READY to buy RIGHT NOW. You just don't know it. Most companies are too busy spending money to find NEW buyers, and leave little or no time to mine the gold in their own client base.

**What if you turned customer service (from a BIG expense) into a massive income source and new business lead generator?**

What would it do to the bottom line (even for a company of ONE) if some or most of the middle line expense associated with "customer service" could actually be converted into more top line revenue? Let's see.

Here's a VERY simple example.

#### **Before:**

Top Line Rev = \$100 (sale)  
Mid Line Exp = 50 (cost + service)

Bottom Line = \$ 50 (profit on sale)

#### **After:**

Original \$100 sale + new \$20 sale by "customer care" rep.

Top Line Rev = \$120

Mid Line Exp = 50 (cost + service)

**Bottom Line = \$ 70 (profit on sale)**

Hmm. Having customer service initiate a new sale, even a small \$20 sale, you increase the bottom line profit by 40% (\$20 new profit ÷ \$50 original profit = 40% increase).

With an integrative approach, you turn customer service (**expense**) centers into new business (**profit**) centers.

I have shared this "Integrated Business Model"<sup>TM</sup> with companies for more than a decade. It's a model that will alter the landscape of business in the 21st century.

Marketing, Sales and Service is one holistic, integrative process.

For many companies they are three distinct, and often COMPETING business units. In some cases, one doesn't know what the other two are doing.

**IF YOU DON'T INTEGRATE,  
THERE'S A GOOD CHANCE YOU'LL DIS-INTEGRATE!**

Marketing is the fuel.

Selling is the engine.

Service is the vehicle.

**The customer drives the bus.**

This is a major paradigm shift from the 20<sup>th</sup> century.

Marketing was the tail that wagged the business dog last century. Company after company spent far more money seducing new customers with bonuses, specials, premiums and discounts.

The funny thing is, many people never see these kinds of inducements and incentives again after they become buyers. While the loyal customers continue to support a company (and often taken for granted), the new buyer is romanced like a first love.

That model of business is being replaced. Economics no longer give us the luxury to spend like drunken sailors to romance a new buyer. Just ask the hundreds of "dot.bombs" that squandered billions of investors' money in marketing and advertising.

The Integrative Business Model is the present and the future. It reverses the equation. It shifts attention from advertising and marketing to customer care.

Companies that depend upon repeat business and value their customers as the lifeblood of their business already embrace this new model. They offer their existing customers the biggest and best incentives, premiums, inducements, discounts and gifts for buying again. It's better for the customer, and more profitable for the company.

Incentives to existing customers is a fast and effective way to boost the bottom line. Profit on repeat, residual and/or recurring sales is much higher than on new sales. Profit can explode exponentially if you don't spend an excess fortune to woo a new buyer with expensive incentives. Incentives and inducements are cost items that come out of pocket. They are middle line expenses that reduce the bottom line.

It's no wonder that many "mainline" companies are adopting a "networking" model of distribution that Network Marketing (MLM) and direct sales companies have used for years. It's much more cost effective to have a client bring you another buyer, than to try to convert someone else's customer.

**YOUR COMPANY CAN PROSPER and PROFIT BY GENERATING MOST NEW SALES AND REFERRALS FROM EXISTING CLIENTS?**

Put another way, what if 50%, 75% or more of your new sales came from satisfied customers and people they sent you?

The result: top line revenues increase, middle line expense drops, and the bottom line profits are higher with less energy and effort (two intangibles that aren't "counted" but count heavily).

There will be a major paradigm shift this decade to embrace the Integrated Business Model.

It's already happening. The cost of distributing a product or service today is expensive, sometimes prohibitive, even if you have a fat marketing and

advertising budget. Many of the "big boys" are going Integrative. They are putting a lot more focus on **SERVING THE CUSTOMER** than on expensive marketing and advertising.

Integrative business is also more controllable and predictable. If you get a buzz going, it can carry a company. Massive good will, word of mouth advertising and "viral" marketing are what every 21st century company wants to achieve.

**WE WANT TO TURN BUYERS INTO LIFETIME CUSTOMERS, LIFETIME CUSTOMERS INTO MARKETING ASSISTANTS.**

If a small percentage of customers buy again each month, it's a high profit activity and efficient use of human time. If a small percentage send you one new customer each month, the return on investment can be staggering.

One of the keys of turning customer service centers into new business centers is to get customer service people re-trained to be **PROACTIVE** rather than **REACTIVE**, waiting for a customer to call with a problem.

Actually, when the entire organization embraces the Integrated Business Model, EVERYONE practices customer care.

**Customer care is EVERYBODY'S job.**

**In truth, customer care is the ONLY job a company has.**

Certainly, it's the most important. After all, without customers you have NO business.

There is massive gold in the client base of your company. New sales, referrals, feedback, new product ideas and even new employees can come from a loyal and well-served client base.

We can help you turn customer service from an **expense** center into new business profit centers.

**We'll help you turn your customers into GOLD!**

**Call 1-800-7 AXELROD (1-800-729-3576).**

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