



## Touch Plan

Keep in touch with your key customers. Service them to death. In most cases, 80% of a company's sales are derived from 20% of its customers. Jacquard's Touch Plan Profit Project® guides the way your employees relate to your customers individually. Your goal is to stay in front of your customers in a positive way and to know as much about their business as you do about your own. The touch plan is part of the Differentiate® toolbox.

### Experiences

- Continuity and connectivity increase revenue with key customers
- Products and services are better connected to customers' needs by developing learning relationships
- It is easier to cross sell when many departments are communicating and sharing information

### Principles

- Focus on top customers (80/20 rule)
- Sales is everyone's responsibility
- Consistent communication is key
- More touches = more revenue and deeper loyalty

### Goals

- Increase revenue
- Cause formal customer and prospect interactions
- Increase the barrier for customer exits
- Hold formal, scheduled customer reviews

### Subprojects

#### Touch Plan #1

- Key Customer Identification
- Customer Profiling
- Touch Schedule

#### Touch Plan #2

- Expand A & B Customer Review Process
- Cross-selling Processes
- Prospect Tracking

### Measurements

- Revenue at key customers
- Revenue due to Touches
- Number of Touches made
- New prospect or service revenue

### Deliverables

- Customer Profile Reference Guide
- Communication Plan – Touch Schedule

*"Through the implementation of Jacquard's Touch Plan we got our departments talking to each other – it may not always be good stuff we hear, but at least they are talking and taking action."*

—Co-Owner  
Service Provider

#### Jacquard's Profit Projects®

- Straightforward, proven and universally applicable
- Focused and customized to a company's unique needs
- Easily understood by all employees
- Take only 16 weeks to complete

#### What they do for you ...

- Improve customer delight
- Build greater market share
- Increase profitability and cash
- Strengthen leadership
- Align people with company goals



*Profit Project<sup>®</sup> Overview*

