



“Touch Plan”

Jacquard prioritization has helped you define your most important customers ... are you sure you're reaching them effectively? We often put 100% of the responsibility on the salesperson. We may also invest unreasonable time in customers who are not good prospects. Follow the simple steps below to create a customer Touch Plan and learn how to use your company's assets more effectively, widen important relationships and identify what is important to your key customers.

WONDERMENT® Project Steps:

1. Review your "A" accounts.
2. Determine an Activity Plan.
 - a. Who will call on them?
 - b. With whom will you meet at the customer?
3. What information or support does the customer want from your company?

<p>Remember: "A" customers represent the 20% that make up 80% of the revenue.</p>	<p>Related Wonderments</p> <p><i>The Prioritize Customers Wonderment must be completed first. Then ...</i></p> <ul style="list-style-type: none"> - Who Should Be a Prospect? - Touch Plan - B and C Pricing - Pricing on the Periphery
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Example: Juice Distributor

Preston's Juice, a \$10M distributor with 1000 customers, did a Prioritize Customers Wonderment and discovered that they had 40 "A" customers (for \$6.4M). Recently competitors took two customers away without Preston's being aware.

In Your Company ...

Using the results of your A-B-C-D Prioritization, develop a list of questions to find out about an existing or potential customer.

Who on your team ...	Should	meet Who on theirs?	Frequency
1. Salesperson		Purchasing & Levels Buyer Supply Chain Manager	1X/month?
2. Regional or Sales Manager		Managers	
3. President			
4. Vice President of Sales			
5. Director of Engineering			
6. Application Engineers			
7. Vice President of Operations			
8. Quality			
What services or information would they like routinely?		Design Support	

What questions does this raise?

- What is your pattern now? Is there a pattern?
- How do you set this up and follow it?
- How do I get to know the customer? See www.mackay.com/welcome.html.
- What is important to them?

Please tell us what you think. Log on to www.jacquard.com or call 847.945.8700.