

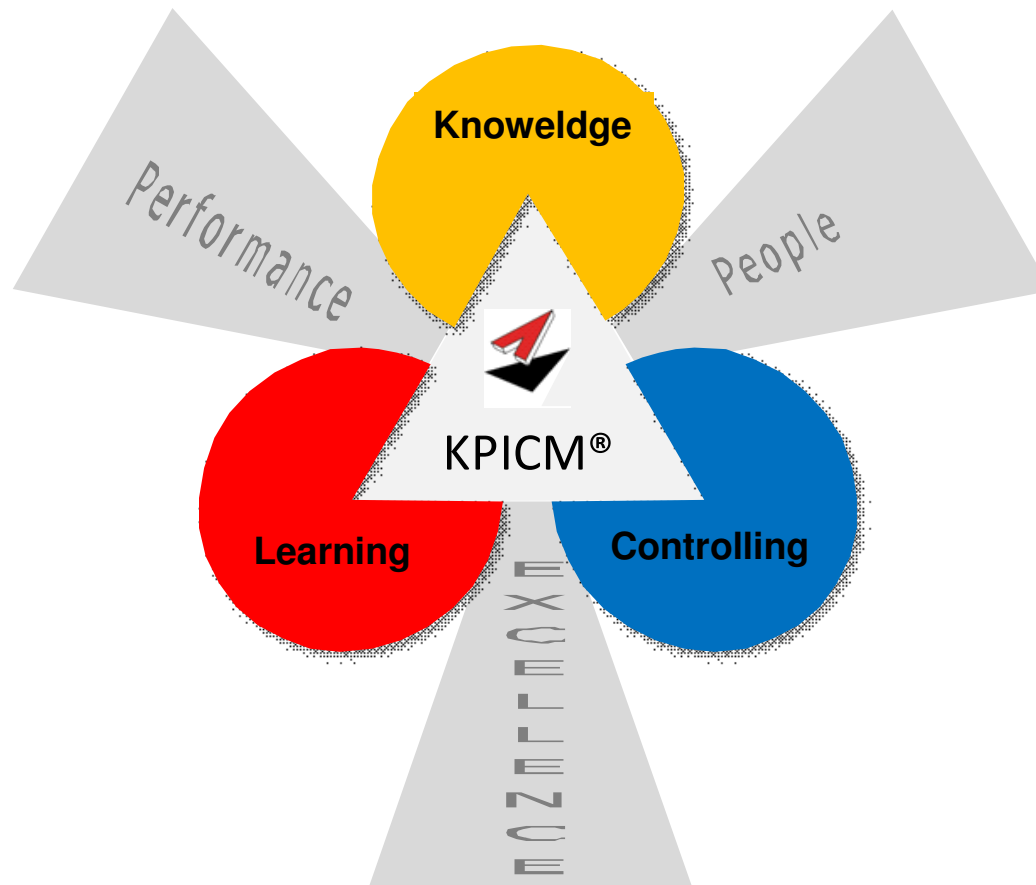


Approaches and processes for translation service providers

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KPICM = **K**ey **P**erformance **I**ndicator
based
Customer **M**anagement

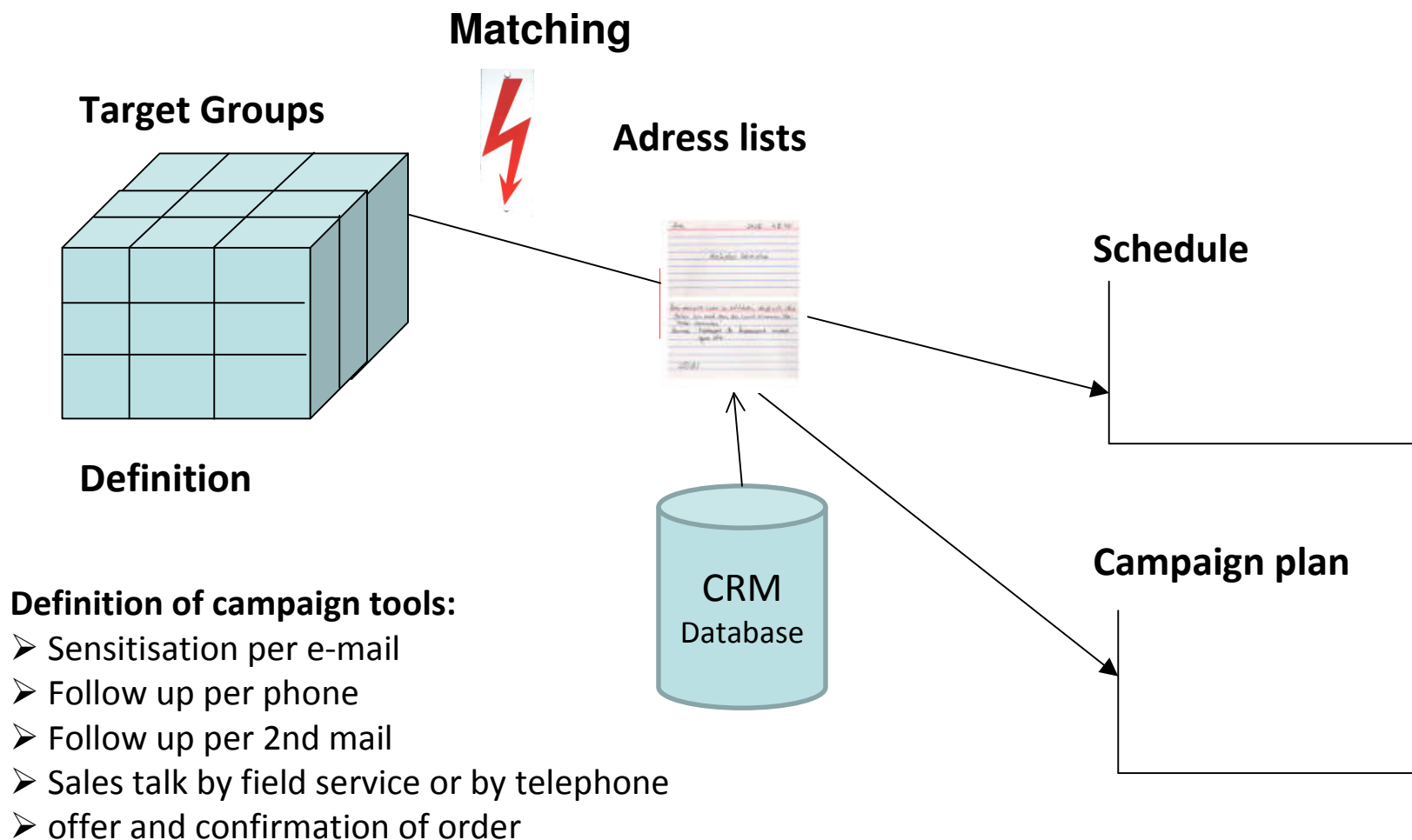
Targets are:

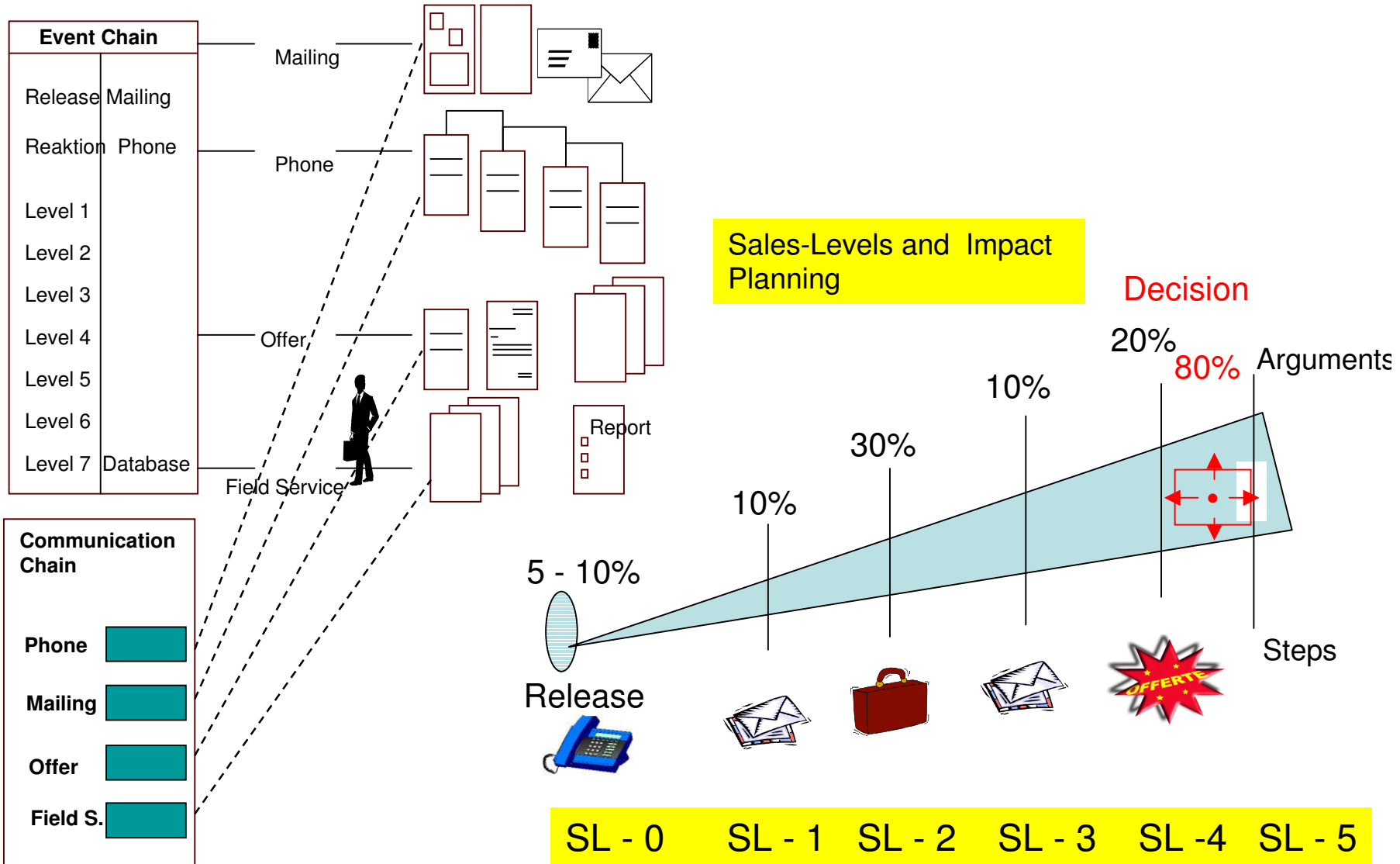
- Knowledge from customer and leads
- Learning from customer and leads
- Controlling processes
 - money
 - time
 - employee
- Controlling with KPI
- Optimizing marketing & sales processes

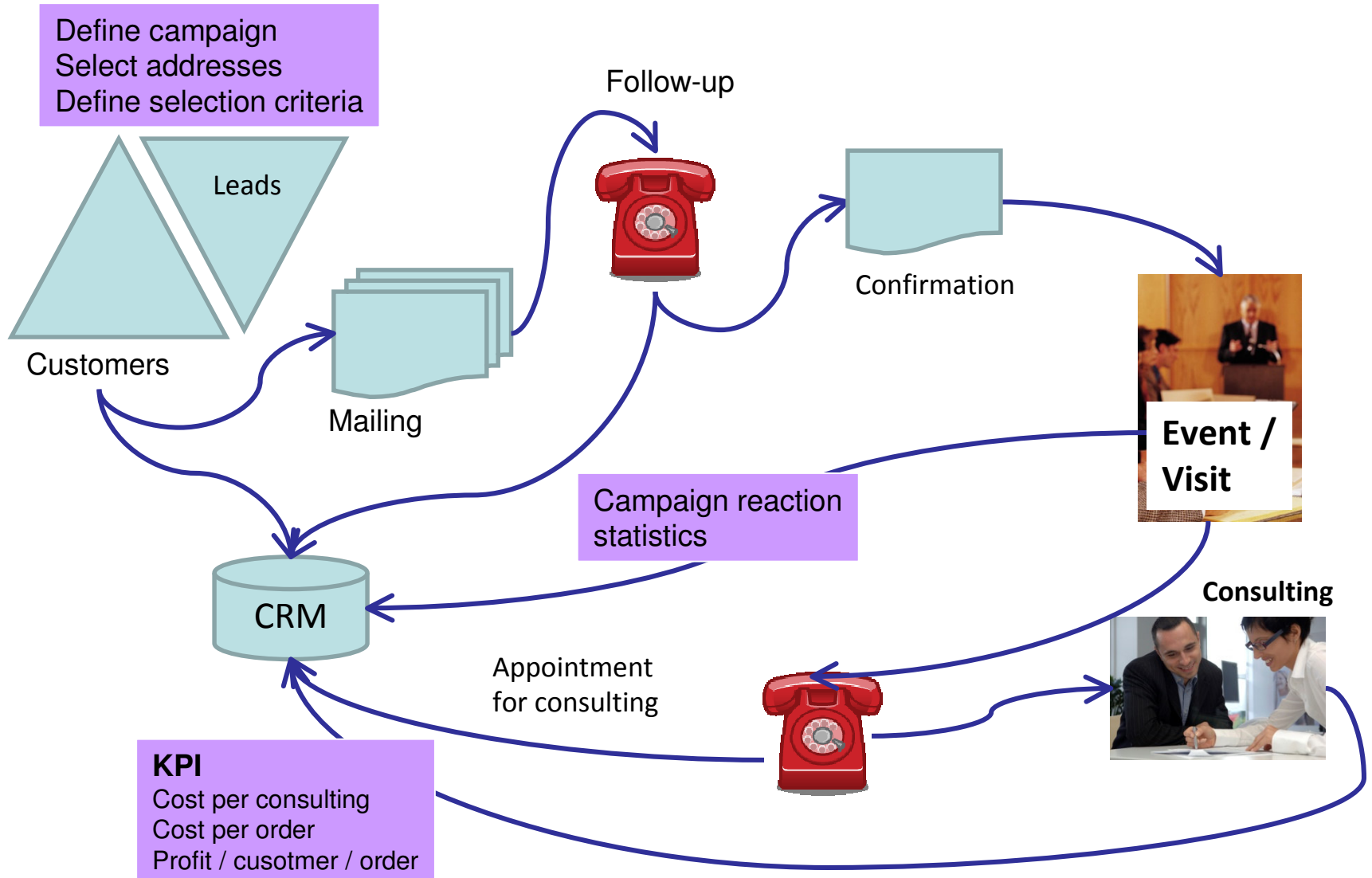
Which issues have to be considered more strongly in stormy times?

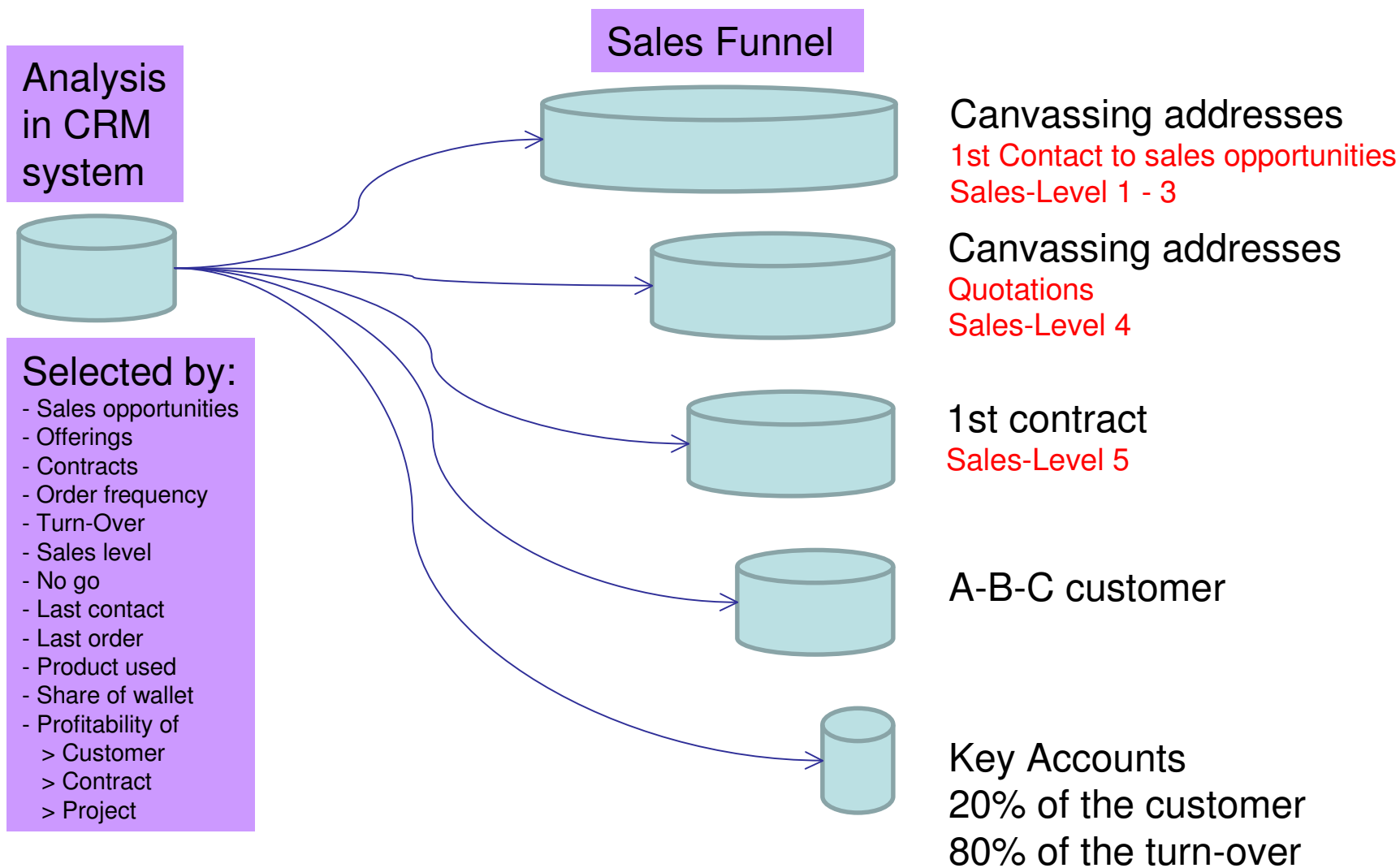
How do stormy times change the requirements to the new client canvassing process?

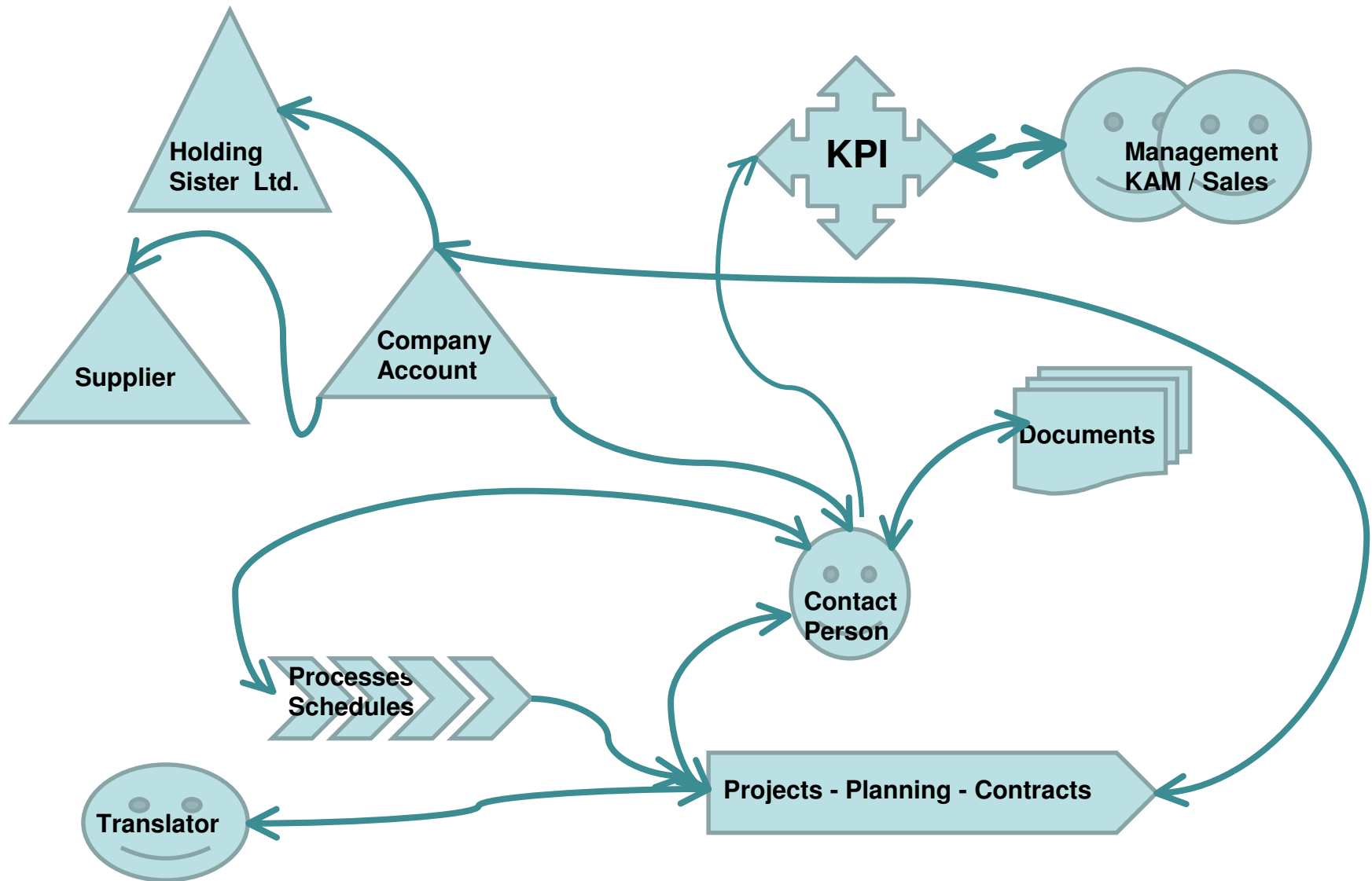
What are success-promising processes and approaches?

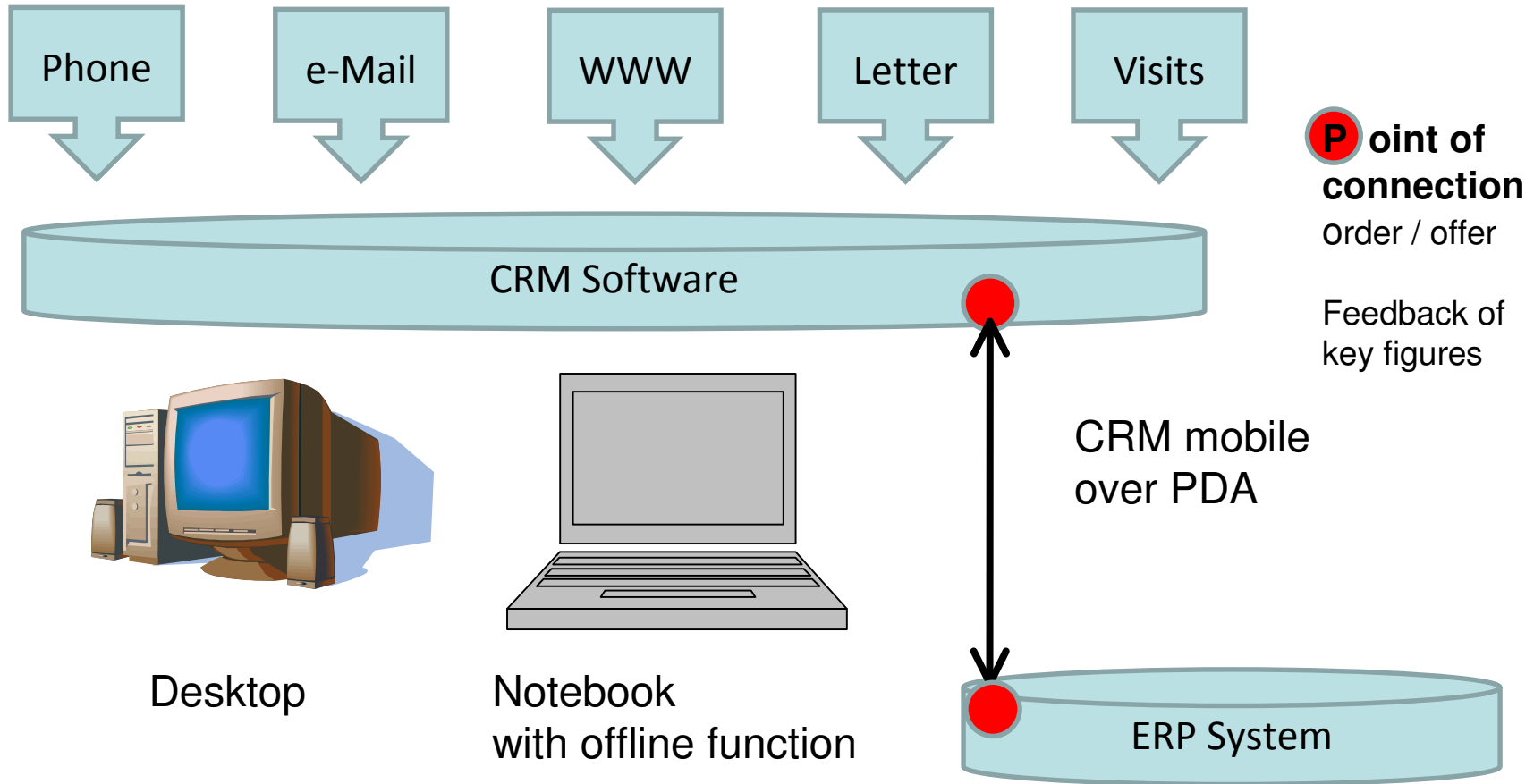












Behaviour



Procedure

- Considering incubation periods
- Considering memory factors
- Not too much at one time - proportion ideally
- Entering all contacts in the CRM database and steer subsequent contacts with it

- 2 to 3 level responding plans with an attractive suspense curve
- Appointments with concrete added value presentation
- Events in unusual locations -
Locations where you usually have no access
- Exclusive, valuable, singularly, not for the broad mass –
this is how acquisition concepts should look like
- Canvassing concepts must address current and potential bottlenecks of the
target group and offer solutions with added values!

- Canvassing and Key Account Management (Customer Relationship Management) campaigns must be as short as possible with a high impact
- The necessity of explication of the product defines the approach and the number of steps needed.
- The more strategic the projected achievement the longer the decision period.
- The stronger bottlenecks of the potential customer are addressed and solved, the quicker a 1st success can be obtained.
- The better the behavior on the telephone and in the sales talk is trained, the more rapidly concrete sales chances with good conversion rates are developed.



- technical-commercial based education
- eidg. dipl. export manager
- hydraulic systems & electronic commerce
- assembly technique / automation
- direct-marketing & callcenter management
- since 1988 specialist for customer management, acquisition, CRM, tutor and author of reference books

Thank you for your attention

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