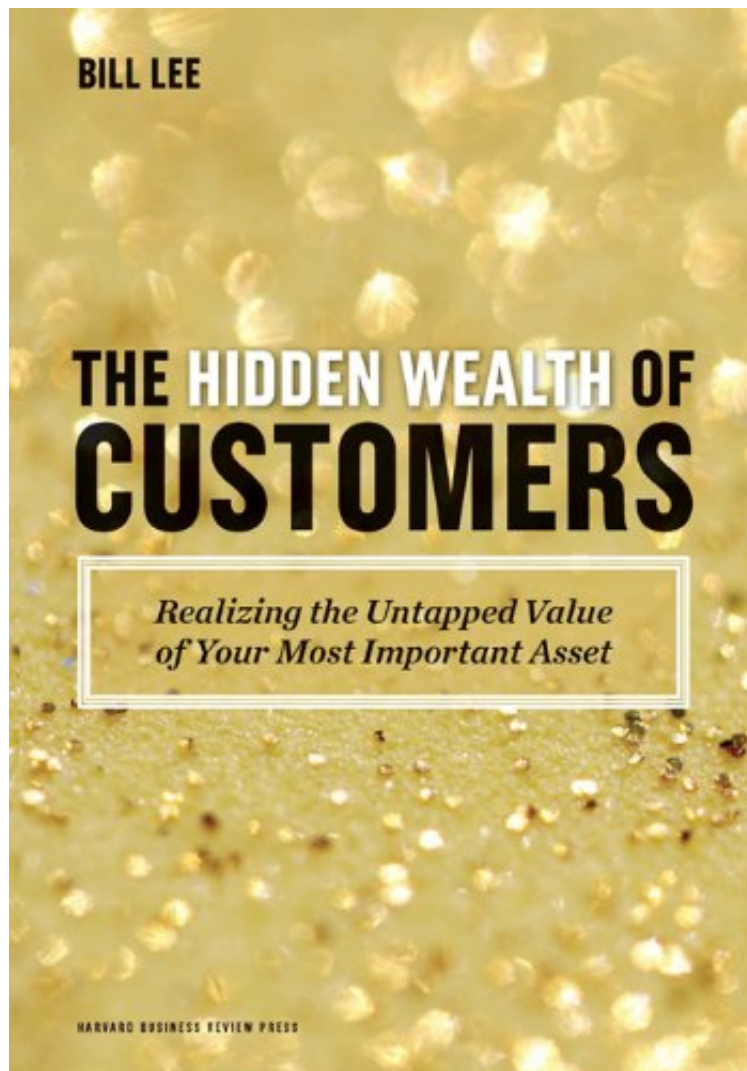


(Mobile ebook) The Hidden Wealth of Customers: Realizing the Untapped Value of Your Most Important Asset

# The Hidden Wealth of Customers: Realizing the Untapped Value of Your Most Important Asset

Bill Lee

ebooks | Download PDF | \*ePub | DOC | audiobook



 Download

 Read Online

#1272288 in eBooks 2012-05-15 2012-05-15 File Name: B00850ZUIY | File size: 25.Mb

**Bill Lee : The Hidden Wealth of Customers: Realizing the Untapped Value of Your Most Important Asset** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Hidden Wealth of Customers: Realizing the Untapped Value of Your Most Important Asset:

1 of 1 people found the following review helpful. Putting your customers in charge of your marketing By John Gibbs Businesses which focus all their efforts on improving customer relationships in order to induce them to buy more stuff are missing out on the most valuable part of the customer relationship, according to Bill Lee in this book.

Instead, they should be focusing on a new type of value proposition, which involves transforming customers into advocates, influencers and contributors. So, how does this work, and why would customers be interested in becoming unpaid sales representatives for your business? The reality is that your customers will typically: understand more about their needs than you do; have more credibility with other potential customers than you do, when speaking about your business; and would prefer to associate with their peers (your other customers) than with you. Thus you can provide more value to your customers if you can find ways of letting them design the products and services that you provide to them, and if you can create forums for them to interact with other customers. In return, you can coach them to become advocates and influencers. To illustrate this new type of value proposition the author gives a number of examples, including: \* Salesforce.com, which relied on customers to help develop its software, brand, market, sell, and continue to improve it. \* Eloqua, the marketing intelligence and demand generation firm, which markets itself by showcasing the knowledge and experience of its customers at its annual Markie Awards. \* Hitachi Data Systems, which developed a theme-based communications strategy emphasizing customer stories. \* Microsoft, which developed its Most Valuable Professional program to create and reward top influencers and technology-community leaders. \* Intel, whose social media programs across a variety of media and sites integrated customer and expert content. \* National Instruments, which raised the profile of its LabVIEW software by building a community around a robotics competition. Although the use of social media features heavily, this is not a book about social media. Social media is merely one of the tools which can be used to enhance the new type of customer value proposition. Does the author's approach to marketing work for everyone? I am not sure. Some customers are going to be better advocates, influencers and contributors than others. Some fields of business may be too complex for customers to be able to make a significant contribution. But nearly everyone who runs a business will get some benefit from considering the author's ideas.

0 of 0 people found the following review helpful. An absolute \*must read\* for any Customer Reference Professional

By Miss N Dille

Having run a very successful reference program in a global industry leading company for many years, its amazing how much value I gained from reading this book, which is not surprising as Bill is without a shadow of a doubt the foremost expert within this area. Bill has that rare ability to communicate in a language that is both informative and motivating. For any new member of my team, this has become an essential part of training, however it should not be limited to only customer reference professionals as Bill's understanding and insights into the the customer are invaluable. Identifying the Rock Star, is now a core essence of our program! Well done Bill, looking forward to my next lessons!

0 of 0 people found the following review helpful. Improving the Sales Cycle Before Sales Representatives are Engaged!

By GonzalezCE7

Before prospects ever agree to speak with an organization they have connected with friends and colleagues in their industry and they have scoured the Internet to pre-qualify your organization and solutions. Before hearing from your salespeople, they want to hear directly from your customers. A random blog post, forum discussion or tweet from a delighted or disgruntled customer can impact the chances that your organization will ever have a chance of engaging the prospect and converting them to a client. Lee's book does a great job of helping identify who customer advocates are and how they can drive more qualified prospects to the top of your sales funnel. A very quick read with excellent examples from recognize able companies leaves you excited to leverage these strategies within your own organization.

Introducing return on relationship; with your most valued customers

The traditional model of growing your business by relying on employees in sales, marketing, and product development is dying. Today's most successful companies are taking a different approach: getting customers to market, sell, and create products for them. In assessing client value, most companies look at the money paid for their goods and services. But in this book, Customer Strategy Group CEO Bill Lee offers a compelling new vision for growth by maximizing your return on relationship; with select customers those that offer rich sources of hidden wealth. A different type of ROI, this strategy of making the most of your firm's existing relationships is a modern approach to customer relations one that yields a distinct business advantage. Illustrated by numerous case studies Salesforce.com, SAS Institute, 3M, Microsoft, and others

The Hidden Wealth of Customers shows the value some customers can have by helping to market your offerings, penetrate foreign markets, leverage the demand-generating power of social media, build customer communities, improve innovation, and more. Lee explains how to effectively engage this crucial audience, which has the power to keep your strategy focused on important customer issues and increase profitability. When done right, your best customers will prospect for you while also speeding product adoption and improving customer satisfaction and long-term loyalty. Consider this book a blueprint for finally making the most out of your most valuable customer relationships.

If you are looking for ways to deepen your relationship with your customers, this book will definitely give you some great ideas and some strong recommendations on how to track and measure your efforts.

Business 2 Community (business2community.com)

If you are looking for ways to deepen your relationship with your customers, this book will definitely give you some great ideas and some strong recommendations on how to track and measure your efforts.

Social Media, Marketing Musings (margieclayman.com)

Bill Lee's The Hidden Wealth of Customers is one of most insightful business books I've read this year. As I described in my Forbes interview with Bill [...], he

posits useful strategies that go above and beyond the established wisdom for how to cement customer loyalty. He uses ample case studies with real, behind-the-scenes information about companies like Salesforce.com and the innovative tactics they use to make themselves indispensable to their customers. I think most business owners or executives can learn a great deal from this book and would recommend it highly. Dorie Clark, Forbes Online Columnist I'm willing to bet that most companies don't know who their rock stars' customers are, and are missing a big piece of their future revenue engine as a result. This much-needed book shows how to capture that missing piece.' Brian Householder, Senior Vice President, Worldwide Marketing and Business Development, Hitachi Data Systems As with many business books, I had originally planned to skim this one. However, I was hooked after the first chapter. Lee covers some great concepts very well. Unfortunately, I can't associate my name with the book, because two of the firms prominently mentioned are key competitors of ours.' Chief Customer Officer, a Fortune 500 firm Since 2007, corporate America has been focused first on survival and second on expense reduction as a means to growing profitability. Revenue growth has now reclaimed its rightful role as a top priority. This book will challenge business leaders to tap a superb revenue engine that's right under their noses.' Julia Wellborn, Executive Vice President, Wealth Management, Comerica Bill Lee tears down myths and applies his own principles to innovate the most fundamental relationship in commerce: the customer. Regardless of what relationship your organization has with its customers, you'll come away with new ideas and a motivation to engage with customers far more profitably.' Robert Hillard, Technology Lead Partner, Deloitte Australia; author, Information-Driven Business Managing customers as an asset of your business is a key strategic focus of companies that thrive in good times and bad. This book will help you steer your business toward that critical path to prosperity and growth.' Jeanne Bliss, President, CustomerBliss; former Chief Customer Officer, Microsoft; and author, Chief Customer Officer