



# PERFORMANCE GROUP

## MONTHLY

FROM **RESURG** GROUP

FEBRUARY 2010

### THE FIVE TYPES OF CUSTOMER

I have just returned from a Performance Group where the business owners are struggling to combat falling customer numbers. A common pattern in the room was that the owners were focusing all their efforts on attracting new customers. While this is a vital part of keeping any business healthy, focusing on your existing customer database can be a more effective, low cost approach to generate more income.

The key to utilizing these customers is for you and your team to better understand who your customers are. We can break down customers into five groups:

#### Loyal Customers

They represent no more than 20 percent of our customer base, but can make up as much as 80 percent of our sales.

It is important to be communicating with these customers on a regular basis by telephone, mail, email, etc. These people are the ones who can and should influence our buying and merchandising decisions. These customers are your advocates and you can never do too much for them.

#### Discount Customers

They scour shops and the internet frequently looking for special offers and make their decisions based on finding the best discount available. This category helps ensure stock based businesses keep their inventory turning over and, as a result, they are a key contributor to cash flow.

#### Impulse Customers

They come across your business on a whim and will purchase what seems good at the

time. There is nothing more exciting than assisting an Impulse shopper and having them respond favorably to our recommendations. We want to target our displays towards this group because they will provide us with a significant amount of customer insight and knowledge.

#### Need-Based Customers

People in this category are driven by a specific need. When they enter the store, they will look to see if they can have that need filled quickly. If not, they will leave right away. They buy for a variety of reasons such as a specific occasion, a specific need, or

an absolute price point. As difficult as it can be to satisfy these people, they can also become Loyal Customers if they are well taken care of.

#### Wandering Customers

For many businesses, this is the largest segment in terms of traffic, while, at the same time, they make up the smallest percentage of sales. They have no specific need or desire in mind when they come into the store. Rather, they want a sense of experience and/or community. There is not a whole lot you can do about this group because the number of Wanderers you have is driven more by your location than anything else.

Many of the businesses we have seen grow over the last year have focused their efforts on the loyal customers while also merchandising to leverage the impulse shoppers. The other three types of customers do represent a segment of your business, but they can also cause you to misdirect your resources if you put too much emphasis on them.



#### 60 SECONDS WITH...

**JORGE FERNANDEZ,**  
Performance Group  
Facilitator from  
**RESURG GROUP**



#### Favourite Destination:

Peru or Bhutan.

#### Favourite Food:

Good Thai.

#### Someone I admire:

Anyone who works in aged care.

#### Favourite Movie:

(classic) Jason and the Argonauts (modern)  
Lord of the Rings.

#### Something I want to see:

Antarctic penguin colonies.

#### How do you motivate your staff?

- Reward performance and recognise effort
- Give them an hour of your time a month
- Find out what drives an individual, because it isn't always money
- Work the desks in larger organisations
- Show you follow by your own standards.

#### What tools do you use for your time management?

I use outlook and many of it's task features, combined with a synchronised mobile devise it works for me.

#### As a facilitator, what do you see are the benefits of being in a performance group?

The material is unique as it provides comparative measures to enable you to see where others have performed better; this gives you a realistic point to aim for.

## BUSINESS BOOK OF THE MONTH

Peaks and Valleys

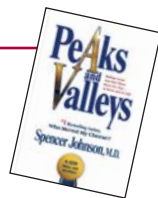
Resurg Rating: ★★★★★☆ Author: Spencer Johnson

The author, Spencer Johnson is known for taking on complex subjects and presenting solutions that work. Peaks and Valleys shows through a simple parable how to get through the tough times in life, which in these uncertain economic times will appeal to a wide audience.

Peaks and Valleys is a story of a young man who lives unhappily in a valley until he meets an old man who lives on a peak, and it changes his work and life forever. Initially, the young man does not realise he is talking with one of the most peaceful and successful people in the world. However, through a series of conversations and experiences that occur up on peaks and down in valleys, the young man comes to make some startling discoveries.

Eventually, he comes to understand how he can use the old man's remarkable principles and practical tools in good and bad times and becomes more calm and successful himself

Who Moved My Cheese?, Johnson's previous mega-bestseller, has sold over 25,000,000 copies worldwide and 500,000 in Australia since its publication in 1998.



## NEW PG MEMBERS

Congratulations to the following businesses who recently joined a Performance Group:

Lisa Miles – Travel Crew  
Natalie Cherry – Noosa Cruise & Travel  
Andrew Allen – Travelworld North Melbourne  
Rosemarie Church – Jetset Hurstville  
Mark Koffman – Jetset Toorak  
Hilary Weir – Harvey World Travel Garden City  
Jarrod Thorpe – Poolside Shepparton  
Brett & Kaylene Cornford – Cornfords Hardware

Do you know someone who would benefit from being in a Performance Group? Email their details to performancegroups@resurg.com.au, if they join a group you will receive a cheque for 10% of your annual Performance Group fees.

## PERFORMANCE GROUPS...BEHIND THE SCENES

**As a Performance Group Member you have full access to the support team at the Resurg Group. You know your facilitator but who does all the work behind the scenes to keep the Performance Groups running, and who should you speak to if you have a query?**

**Courtney Noble**  
Project Coordinator



Courtney's role is to co-ordinate all aspects of the Performance Group from collecting your ideas exchange to checking up on your goal progress. Courtney's life is Performance Groups! Please call her at anytime to ask any questions about Performance Groups, she will be only too happy to help.

**Chris Young**  
Training and Implementation Manager



Chris is responsible for the educational strategy at Resurg, including both Performance Groups and Training Workshops. He also facilitates groups and liaises with Performance Group members and client management to ensure the Performance Group content is always contemporary and relevant. Please call Chris with any Performance Group queries, particularly with ideas and feedback on the content and delivery of the groups.

**Karen Buckley**  
Business Development Manager



Karen comes from a business coaching background and is very passionate about Performance Groups. Her role is to increase customer satisfaction in

existing groups by collecting feedback from participants and also recruiting suitable new members. Karen also liaises with client head offices to get new groups off the ground.

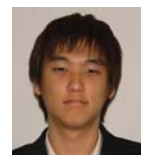
She is pepping up the existing groups adding new people and getting feedback. She is also starting up/ filling up new groups as business owners spread the word and spread the results so more people want to be in your Performance Group.

**Joanna Patterson**  
Office Administrator



Next time you ring Resurg you may hear a new voice answering the phone. Joanna Patterson recently joined Resurg in the position of office administrator. You can expect to speak to Joanna if you call the Resurg office with a query or she may contact you in regards to the administration of any of our products or services.

**Ryan Cho**  
Business Analyst



**Lin Lin**  
Business Analyst



Both Ryan and Lin are responsible for the delivery of your Performance Group financial data. If you ever have problems with your financial survey or business numbers they are always on hand to help. Ryan and Lin enjoy working with Performance Group members and business owners to help them better understand the financial workings of their business.

## PERFORMANCE GROUP CALENDAR FEBRUARY 2010

24th & 25th February	The Cheesecake Shop	Gold Coast, QLD
25th & 26th February	Danks	Woolloongabba, QLD
2nd & 3rd March	Travelscene American Express	North Sydney, NSW
2nd & 3rd March	Jetset Business Select	Zetland, NSW
10th March, 10am	Travelscene American Express Conference Call	1800 857 029, 90673653#
11th & 12th March	Mitre 10 QLD	Melbourne, VIC
15th & 16th March	Harvey World Travel VIC1	Eltham, VIC
17th & 18th March	Harvey World Travel NSW1	Zetland, NSW
17th & 18th March	Swimart QLD	