



TTI SUCCESS INSIGHTS® GLOBAL

Strategy

marketing

proactive

plan

management

business

vision

solution

analysis

MASTERING YOUR CLIENT EXPANSION STRATEGY

A BlackCard Services Webinar

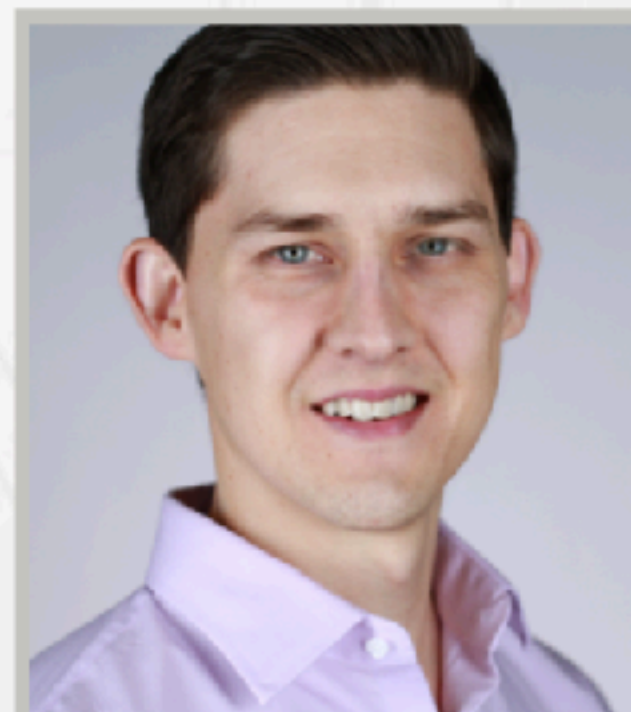
Welcome from Professional Services



Favor



Kayla



Adam



Ashley

Today's Format

- Topic Exploration
- Importance of Client Expansion
- 5 Steps to Expanding Your Current Clients
- Follow Up Resources and Assistance





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Why Expand Your Current Clients





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**50% easier to expand
existing customer versus
gaining new ones**

**Existing clients convert
at 60-70% compared to
new prospects at 5-20%**

Source: Marketing Metrics





Create a Scalable & Sale-able

- Boosting client retention by 5% can raise profits by 75%
- A 10% rise in customer retention yields a 30% increase in the value of a company



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Importance of Client Expansion





What does it mean for your client?

- Provides ROI on the services you provide to your client
- Creates continuous buy-in as the client company grows
- Helps break through the “glass ceiling” of consulting capacity



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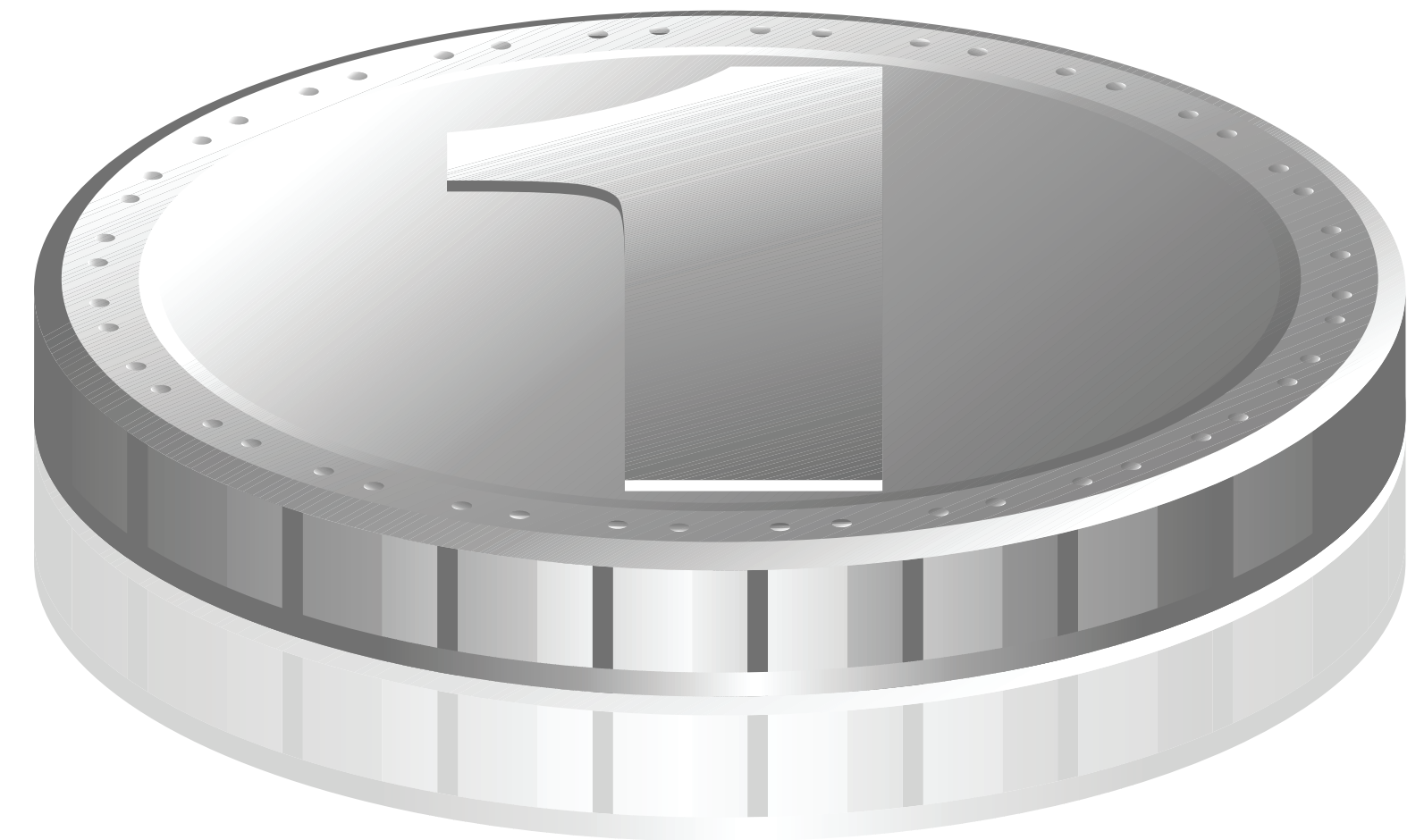
5 Steps to Client Expansion





Step One - Selection & Analysis

- Select Your Client
- Client Business Overview
 - Last year's revenue to you
 - Two years if available
 - Number of employees
 - Number of job openings
 - Rolling 12 month
 - Current Business Goals





Step Two: Services &

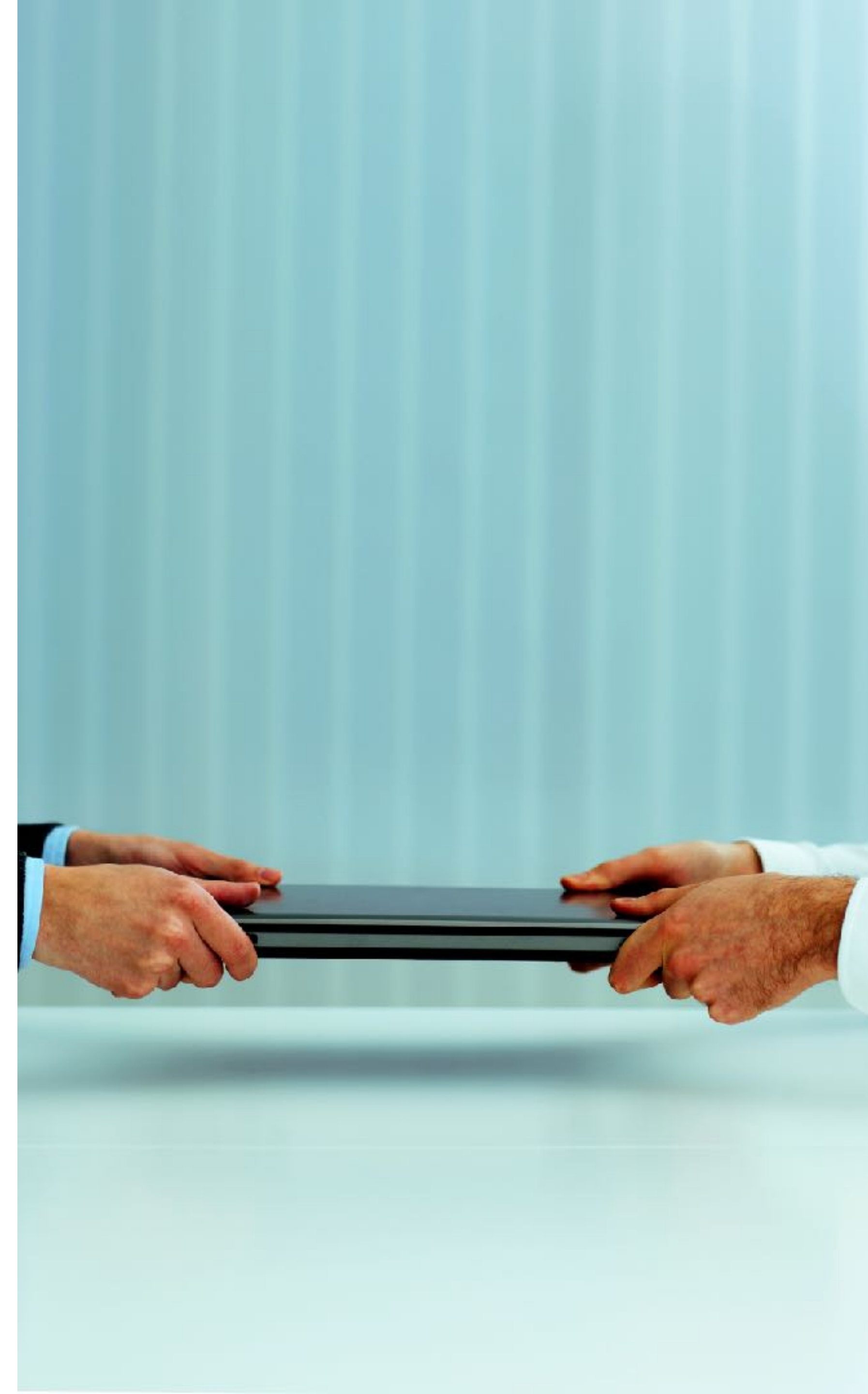
- What assessments are they using currently?
- What services are you providing to them currently?
 - Profit Centers
- How are you currently pricing assessments and services to them?
 - At market, below or above





Step Three: Competition

- Who's the largest competitor of this client?
- What do people say about this competitor in the market?
- Are competitors hiring or downsizing?
- How does the competition go to market?





Step Four: Online

- GlassDoor - reviews, CEO rating
- FaceBook - unofficial pages
- LinkedIn - movement, new activity
- Business Journal - On the Move





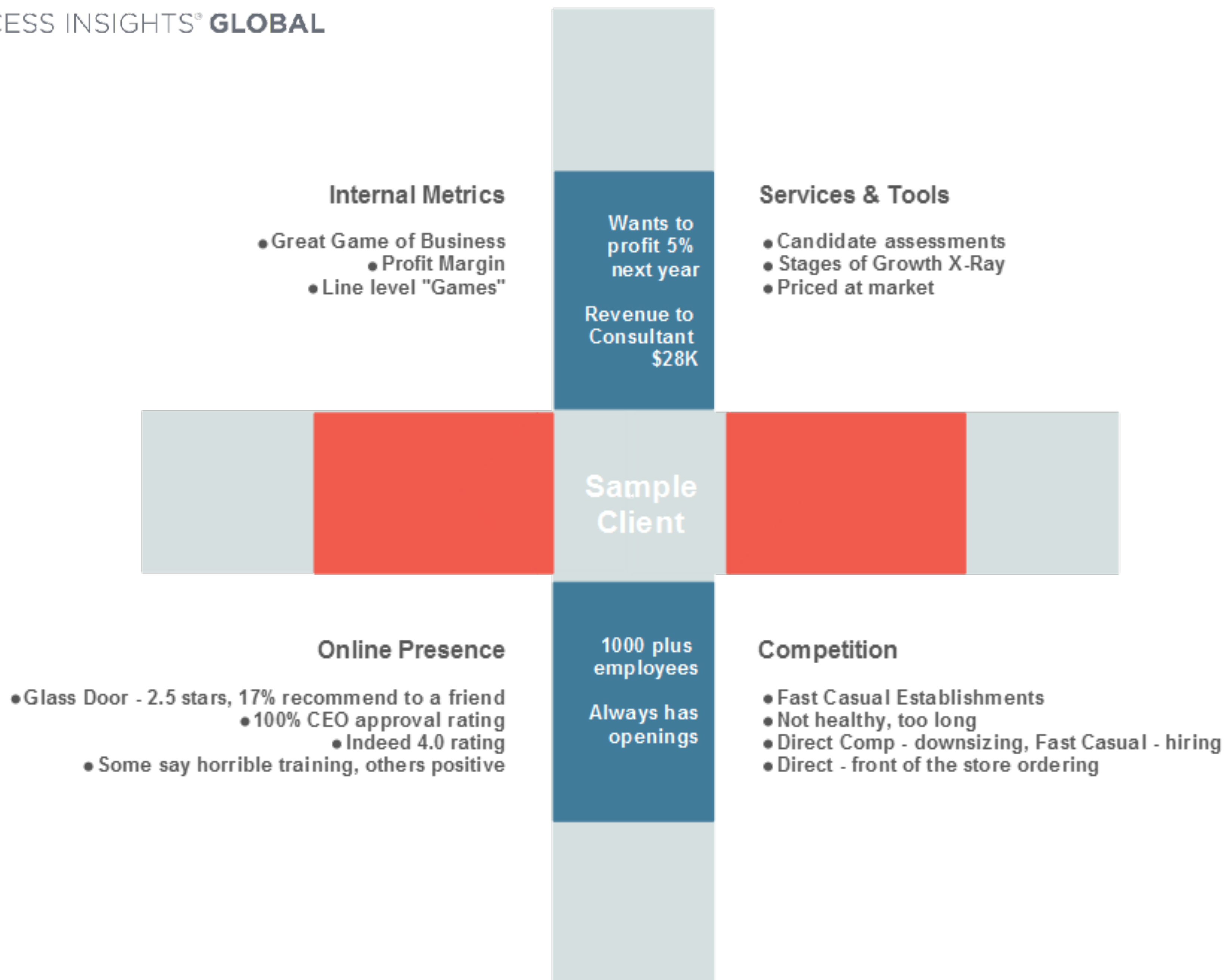
Step Five: Internal Metrics

- Turnover
- eNPS
- Employee Referrals
- Surveys and Feedback



Putting it All Together

- Analysis
- Services & Tools
- Competition
- Online Presence
- Internal Metrics





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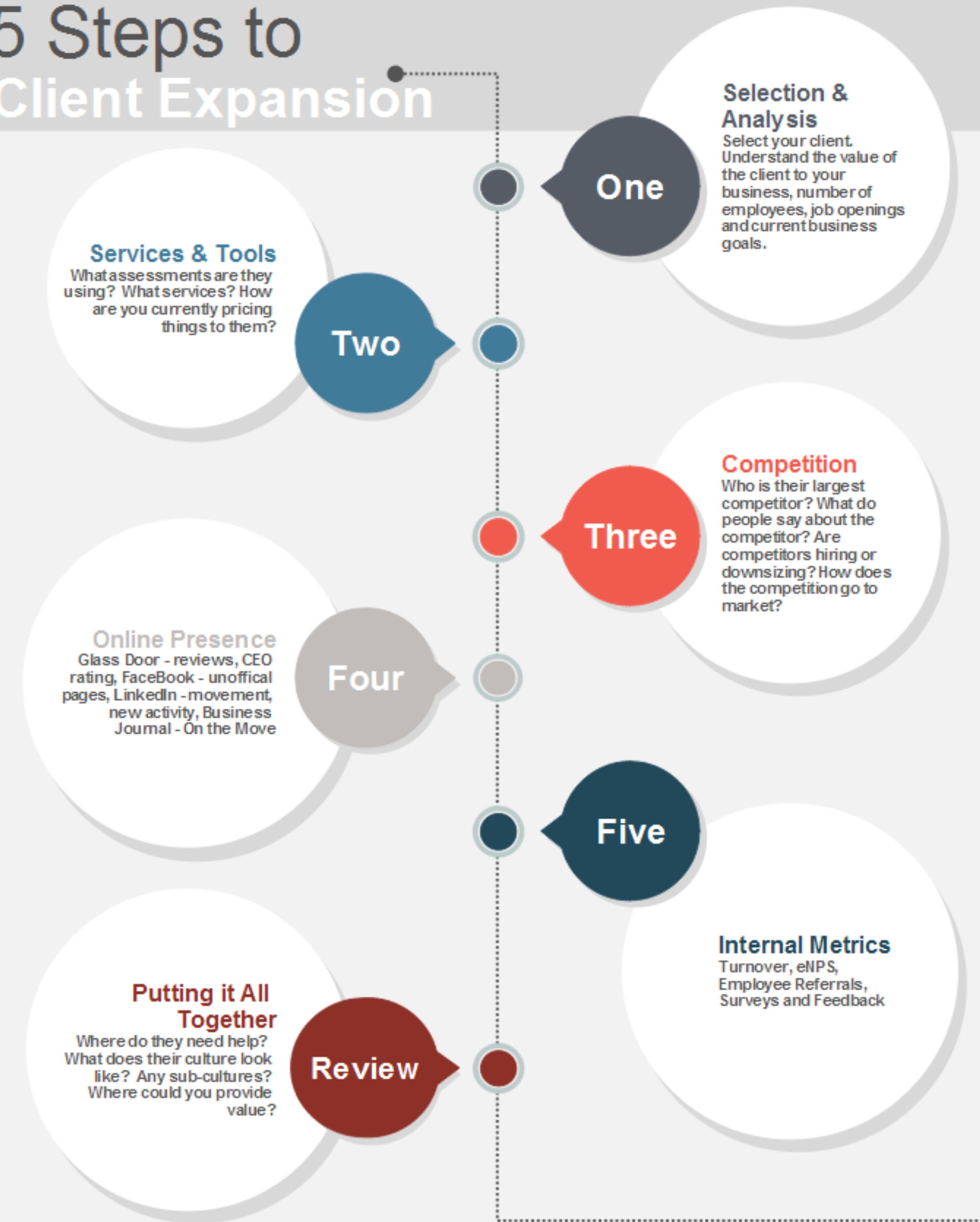
Follow Up & Resources



Resources

- Recording of this Webinar
- Sample Company Outputs
- Template for “Analysis” through “Putting it All Together”

5 Steps to Client Expansion





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We're here to help...

- Solutions Consultants
- Opportunity Assistance
- BlackCard Services

www.TTISI.com/pro

proservices@ttisi.com

- How do you know market pricing for a particular assessment in that market?
We don't always know the market prices of other assessments so we focus on selling a solution and include the assessments in the overall package.
- Is the "Growth Cruve" training still available? When?
Yes, the Stages of Growth training is still available. We don't have any training dates on the calendar. For more information visit: <http://ttivaa.com/training/vaa>.
- Does TTI have "generic" benchmarks available to us?
TTI SI recommends VAA's create an original benchmark for each position, within each client.
- What are the rates for the different Pro Services options?
For more information on Pro Services, please visit ttisi.com/pro.
- Do you have suggestion on type of business profile that are more open to TTI assessment
All types of businesses are open to assessments. Often the most important factor is how well you, the VAA, interacts with the prospect. In other words, identify your target persona and spend your time with prospects who match your target?
- Where do you find the eNPS?
You must conduct an eNPS survey in order to capture the eNPS. [Click here for more information.](#)
- Are the steps sequential? when do you begin the steps after the initial contact with a potential client?
The steps work well in a sequential order but there is flexibility. The steps can be started at any time with a client.
- Could you please share more about how the BlackCard Services work?
For more information, please visit ttisi.com/pro.

- You spoke about Train the Trainer for a client - what is the process?
The idea is to train internal advocates of a client who would become the internal experts. You can train them via your own methods of training and/or send them to a TTI SI led training. Then, have them become certified. This empowers them to be the internal expert, which frees you up to spend more time growing your business. They remain your client and can't buy directly from TTI SI.
- Are all internal certifications through TTI or are VAAs creating their own certifications?
TTI SI offers certifications for DISC, Driving Forces, EQ, TriMetrix HD and Stages of Growth. Other VAA's have created their own certifications as well.
- Is there a way to get financials on a client that is privately held without asking for it?
In order to obtain financials on a privately held company you'll more than likely need to ask them for the financials.
- It was mentioned at the Conference that TTI is looking to partner with VAAs that are offering training to help other VAAs.
Can you comment on the status of this process?
We are exploring the idea of partnering with VAA's who have expertise in particular areas and are interested in training other VAA's in our network. We are just starting initial discussions.
- Where can I find LinkedIn Navigator?
For more information on LinkedIn Navigator [click here.](#)