

The Magic Matrix

We all know it is easier to sell to existing customers, but sometimes we overlook the opportunities that are in front of us. If you've already spent a lot of time or money developing your services and offers you want to ensure you are capitalising on that by providing that service to as many of your customers as possible.

Step one

Create a blank grid like the one below (without the shaded boxes).

A					
B					
C					
D					
E					
	1	2	3	4	5

Step two

Identify all the services you offer. E.g. accommodation, lounge service, services of joint venture partners, conference facilities, sales of local / homemade produce, champagne in room on arrival, office parties, bacon rolls for conference delegates, AVA, etc. Ask everyone in your business to individually list all the services you provide. Even if there are only two of you, do this individually, and then compare your lists. Have different people identified different things? If you don't know what you offer, how can your customers know? Now list all of these services on the bottom axis.

Step three

Next list all of your existing customers (or categories of customers) on the vertical axis, A-E etc. For example business guests, business day meetings, business conferences, leisure breaks, local resident restaurant diners, theatregoer diners, etc.

Step four

Now cross-reference which services and offers you already provide to which customers / groups and shade in the relevant boxes. Where there are gaps these are your missed opportunities. Granted there will be some services you provide which may be similar so a customer may want either one or the other rather than both. However, this will flag up where there are other services that you are not yet providing to each customer, which could provide a perfect opportunity for you. Do your existing customers - who already know, like and trust you - realise that you offer the services?

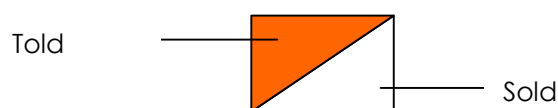
Step five

Customers can't buy from you if they don't know what you offer, so you have to educate them. Firstly work out the value of the empty squares and prioritise. Then work out a strategy to inform your customers, e.g. face to face, direct mail, Internet, phone. You want your name jump out as a supplier of this service. How frustrating would it be to learn that one of your valued customers was buying a service from a competitor simply because they didn't realise you too could have provided them with that service?

Train your staff too, and add the offer of these items into your process, e.g. at time of booking, on check in, at check out. It's not about a hard sell, but making your customers aware and giving them the opportunity.

Step six

Once you have informed customers record this by filling out half a square as below.



I would recommend completing this on an Excel spreadsheet, so at any one point in time you can see at a glance where to focus your energies with your marketing.

On the basis that statistically it is reported to be seven times more difficult to win new customers than sell to existing customers, doesn't it make sense to review your existing customer base as a priority for bringing in more business?