



Personal, Performance,
Leadership & Business
Coach and Facilitator

SMME Clinic Masterclass



**How To Extract
Additional Value
From Existing
Customers**



Peter Manyaka
Managing Director, Moriwadunai Investments

 **11 August 2022**
 **08h30 - 09h30 (CAT)**

Sponsored by



BROUGHT TO YOU BY



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies

Take Aways



Understanding your True Value Proposition

1. Meaning of value proposition
2. How to identify value proposition



How to your mine database

1. Importance of a database
2. How to create a database



How to sell without selling

1. Utilising capabilities to attract sales.
2. Utilising features to increase sales

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies



What is the Value Proposition to your Customers



Enneagram Assessment Offer
Pay R800 incl. which is more than **50% Discount** for the Standard Report for the first 5 ppl to WhatsApp their details to

071 340 3503

45 minutes free coaching session (2ppl)

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies

Why is it important to retain customers

- ❖ To reduce the cost of new acquisition
- ❖ Helps increase the perception value of the company
- ❖ Offers quick alternatives for the market
- ❖ Creates brand ambassadors
- ❖ Insulates the company during challenging conditions
- ❖ And many more

The clips below indicate the power of customers. The challenge between Elon Musk & Twitter is a good example



The combined value of the top 100 global brands in 2021 was \$2,6 Trillion. This is driven by strong customer base



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



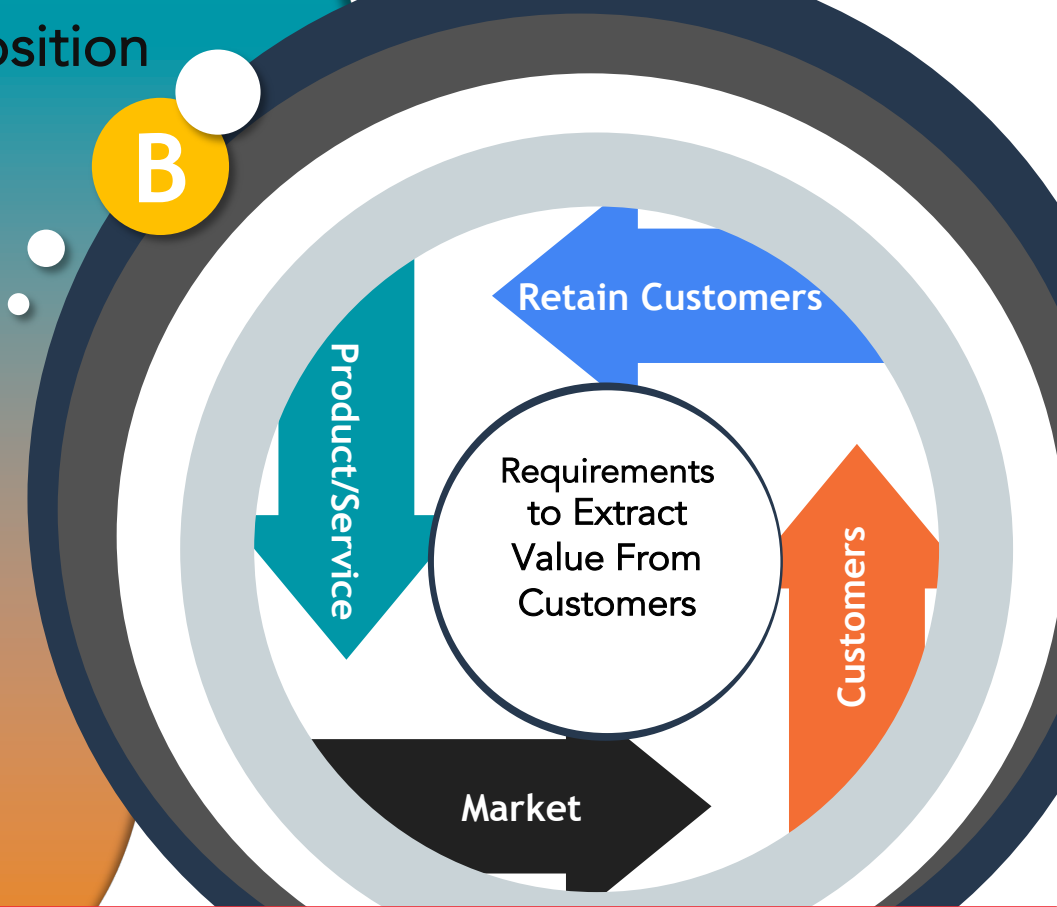
Moriwadunai
Investments (Pty) Ltd



Customer Value Proposition



- Know your Product or Service that you offer - Value Proposition.
- Understand The Market where the product or service is offered i.e., alternatives for customers
- Know your Customers or clients that buy or use your product or service i.e., your customer base
- Have the the ability & tools to Retain customers i.e., funnels, systems, people



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies

What is Value Proposition

A value proposition refers to the value a company promises to deliver to customers should they choose to buy their product.

A value proposition explains:

1. What problem the product solves and how
2. The benefits associated with using the product
3. Why and how the product is better than the competitor's

Value proposition allows sellers to create stickiness in their products or services thereby selling without forcing customers i.e. selling without selling

The above is depended on the Value Chain

VC is the Internal processes that support delivery

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose

Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies

Customer Retention & Benefits

Customer Retention is a company's ability to retain its customers over time

- The right product/service
 - Correct Pricing
 - Keeping to promises
 - Transparency
 - Relevant & accurate offering e.g. discount etc

Impact to Customer Retention

- Ignoring training
Untrained staff affects customer experience. e.g. waiter delaying to bring the bill
- Inconsistent Process
Process that are not customer focus creates confusion for both internal & stakeholders
- Too much red tape
Customers do not like to be transferred from pillar to post.

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies

Customer Retention Strategies That Work



Offer customer service "surprises"

Set customer expectations
Build trust through relationships

Improve KPIs around customer service.

Leverage customer feedback i.e. surveys
Develop a frequent communication calendar

Overdeliver on your promise

Learn from customer complaints

Address customer's complaints on time



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies



Creating A Customer Base



Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies

Mining The Customer Base



A Customer Base provides a competitive advantage that can be used to increase revenue and create future revenue streams



1

Customer Base offers valuable stats that can provide insights about spend & affordability

2

The Base provides alternative opportunities to create additional revenue streams.

3

A valid and well-maintained base can offer the business a tool that can assist to improve funding opportunities.

Sponsored by



Brought to you by



SmartProcurementWorld



Clinic with Purpose
Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies

Thank You

Contact Details

Office: 071 340 3503

Email:

admin@moriwadunai.co.za

peter@moriwadunai.co.za

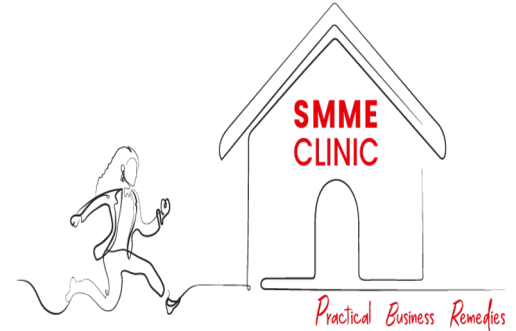
082 855 5555

www.moriwadunai.co.za



Moriwadunai
Investments (Pty) Ltd

We offer Personality
Assessment services,
Facilitation, Coaching
and Business
Consulting



Sponsored by



Brought to you by



Smart**Procurement**World



Clinic with Purpose
Putting you in control of your development



Moriwadunai
Investments (Pty) Ltd



SMME CLINIC
Practical Business Remedies