

mei-ster:
Suffix denoting
a professional
practitioner

ProfitMeister TIP SHEET

In every business there are critical points of contact—each a place for your firm to succeed or fail in its business communication

Loyalty Audit

There are five critical points of contact for business survival: stakeholders, employees, customers, media and community. Your answers will reveal opportunities for your firm to enhance its profile with each contact segment and align your message accordingly.

Contact Point 1: Stakeholders (investors, family, friends)

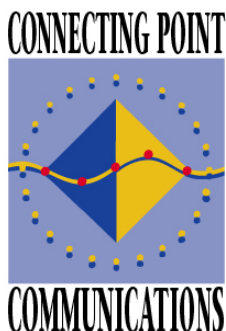
- ◆ *I formally update my stakeholders on the state of my business via email, newsletter, or a personal call.*
- ◆ *I provide stakeholders with an inside-level access to the business; this could include special success notification, non-confidential conversations with employees about the state of the business and discussion of opportunities or problems pending.*
- ◆ *I request input from my stakeholders on a formal or informal basis on a regular schedule.*

Contact Point 2: Employees

- ◆ *My direct reports have regularly scheduled reporting meetings with me during which I give them undivided attention.*
- ◆ *I am accessible to employees on a regular basis; from time to time I walk around the facility with no specific agenda.*
- ◆ *My company has an internal update system which doesn't require my approval. (i.e., newsletter brief for employees, etc.)*
- ◆ *I have a public reward/performance-recognition program for my employees.*

Contact Point 3: Customers

- ◆ *I speak with at least one customer each day and ask them for feedback.*
- ◆ *I have surveyed a statistically relevant percentage of my customers during the past 90 days; I regularly and personally review the comments or survey results.*
- ◆ *I have a rewards program for my best customers and I monitor that program on a regular basis.*



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“I never thought
of doing a
newsletter for
employees; that
keeps them in the
loop!”

Suzette Lindemuth

Center for Ageless Living

www.nmaglessliving.com

Contact Point 4: Media

- ◆ *I have a media kit for my firm; this is a standardized addition to any information we give the media. NOTE: If you do not have a media kit, please request our guide to creating one.*
- ◆ *I know/meet with members of the media before emergencies arise in addition to having a specific person at my firm designated as a media contact.*
- ◆ *I know how to write a news release.*
- ◆ *I have an ongoing plan for news releases and general publicity for appropriate situations; I have a plan to deal with media should an emergency situation occur in my firm.*
- ◆ *I know how to conduct a news conference.*
- ◆ *I have identified a firm that specializes in public relations that I can use when necessary.*

Contact Point 5: My Community

- ◆ *I have a seven word description of my business that is easily understandable and each of my employees know and use it in their casual experiences outside my business.*
- ◆ *I use business cards to best advantage; I always have business cards with me and I encourage my employees to carry them at all times as well.*
- ◆ *I am active in my community and I encourage my employees to be active as well; I monitor that activity for effectiveness and exposure.*

Experts agree that a strong loyalty initiative is responsible for customer retention. You can begin that with focus and alignment of your business message with your best customers. Then, create loyalty by maximizing that relationship. Connecting Point Communications can help you do that. You will increase your business as a result.



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To learn more

Mary Ellen Merrigan owns and operates Connecting Point Communications, a public relations firm. Her monthly newsletter, ProfitMeister, offers tips on maximizing marketing money. Her blog, ProfitMeister, presents a variety of resources including other blogs, books and sites of interest to small business owners. Additional Tip Sheets are also available there. Mary Ellen is a speaker, author and consummate entrepreneur. She was named Small Business Champion of the Year in 2005 by the Small Business Administration and is a past New Mexico Broadcaster of the Year. For more information, visit www.ProfitMeister.com or www.MyConnectingPoint.com.