



Breakthrough Ideas

Keeping BIG Customers Happy

As we all know, the majority of holiday shopping goes through one very important buyer, **Santa Claus**. Given how important he is, we should all be conscious of how to serve him. Santa loves working with people and companies who act in his best interest, including:



- **Anticipating his needs.**

In our dynamic business environment, you need to be one step ahead of changing requirements. Santa is so busy, he really values potential partners who anticipate his needs and inform him of trends he needs to consider. All companies say they do this, but many people don't think through the situation from the buyer's perspective and miss opportunities to be truly indispensable.

- **Providing unique solutions.**

Tailor your solution and show him how it meets his and his customers' requirements. With so many things to do, he often does a quick review of a category of products and it is hard for him to appreciate the unique value of each. It needs to be very easy for him to see how your solution (the aggregate of the pieces) is better than the rest at meeting his requirements.

- **Being reliable.**

There is a long list of suppliers who want to work with Santa and capture a significant portion of the holiday business. Before placing an order, Santa does a gut check, asking himself "do they have a track record of delivering the goods?" This includes how you have dealt with him during this season and what Santa's contacts report about your past performance.

Isn't this what most of us, including your buyers, expect? Contact me to discuss how you can ensure your team is meeting your customers' requirements and capitalizing on important business opportunities.

Ron Snyder

Breakthrough, Inc.

Accelerating Revenue Generation!