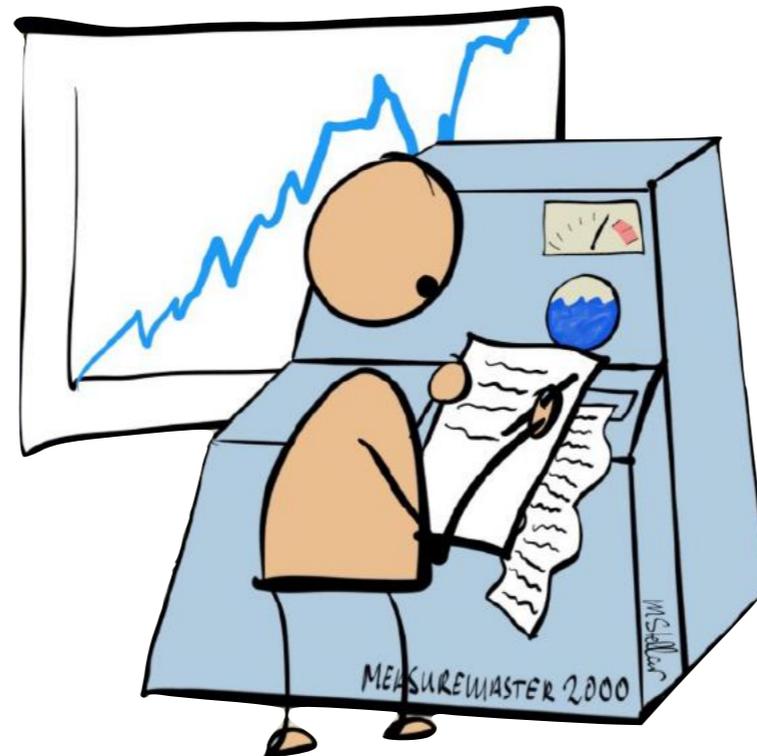


Free Report

Applied Customer Intelligence

# Why and how each SME should leverage their customer list



Sustainable  
**GROWTH**  
Systems

Business Consultants for Exponential Growth

Introduction:

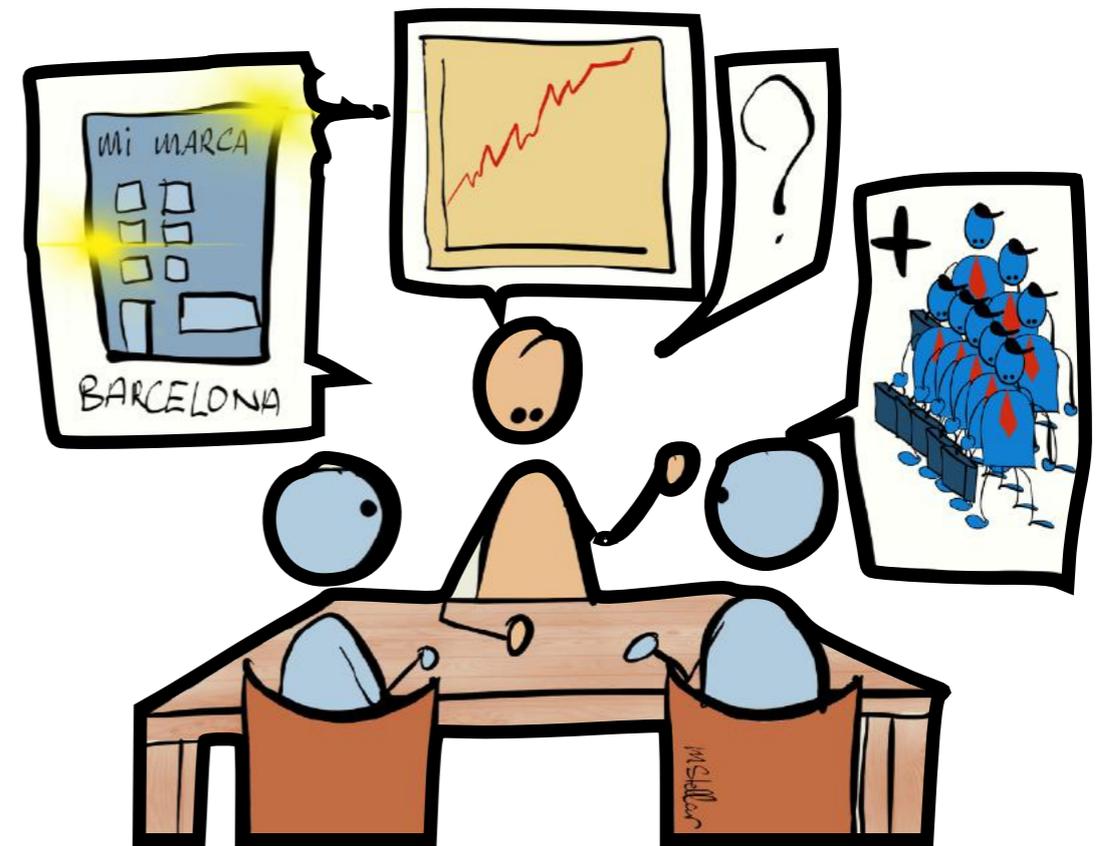
**Yes, the money is in  
the list...**

**But how do you get  
that money out of it?**

You'll be hard-pressed to find a business owner who doesn't agree:

**Acquiring a new lead and converting them into a buyer is a lot more complicated - and costly! - than selling to a buyer who's paid you before.**

And because there's always a cost to acquisition, it makes sense to leverage your database of buyers and generate as much value from it as possible - a method that Amazon has



developed to perfection... and, something you might want to consider for your own business as well.

Think about it: you've already paid the cost of acquisition... Now, given the right approach, you get to acquire another sale, and you basically don't have to pay a penny in order to make it happen.

However, in our research interviewing entrepreneurs, we found that hardly any SME properly capitalises on those costs already paid.

In some cases there's a lack of time to really work the database, but very often the reason is that there isn't any real, in-depth insight into which people would want to buy what, for which reasons, and with what kind of urgency.

Put differently: most of us don't have the vast datasets, and the algorithms to crunch the numbers, that Amazon has.

As a result, more money is poured into efforts intended to generate new leads, causing overall operational costs to be far higher than needed.

For this reason, Sustainable Growth Systems decided to create a systematic approach that enables an SME to:

- Analyse their database
- Extract the implicit customer intelligence
- Map the knowledge out into segments and categories
- Create proposals, offers, and messaging designed to appeal specifically to the different segments

This way, we highlight which sales opportunities are already present, and ready to leverage.

**Analyse your database, extract all you know about people's needs, wants and urgencies, and you can sell more to the same people without having to bring in new leads.**

**Every business needs to apply their customer intelligence...!**

So let's have a look at how to do that...

Research reveals:

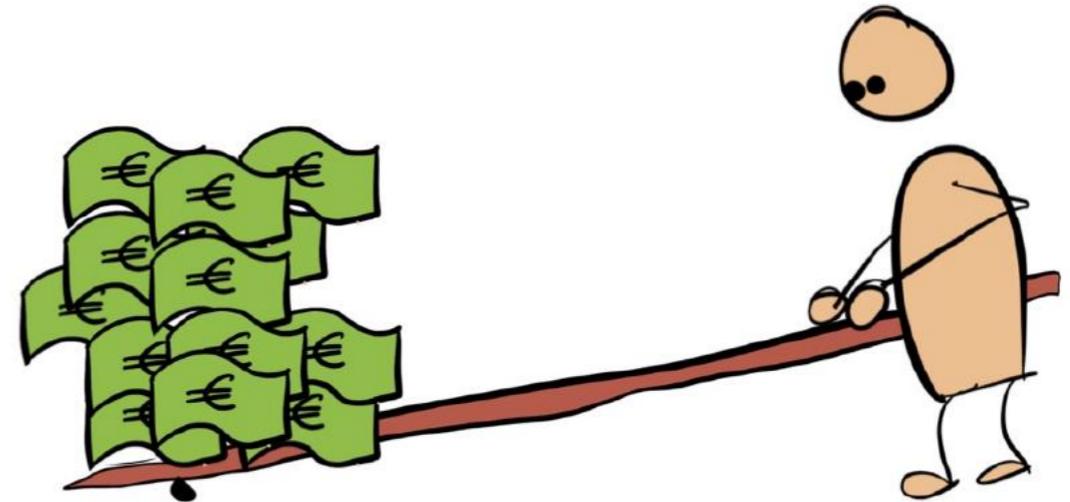
# Hardly any business leverages their database... and none to its fullest extent

Well, none except Amazon and the like, of course.

See, for the last 18 months, our co-founder Martin Stellar has been researching existing marketing practices in a variety of niches, interviewing 100s of business owners.

What he found is shocking: only a small percentage (less than 5%) of SMEs leverage their customer database to some degree, and usually not in any great depth.

And that's a massive waste, because the truth is: you know a



lot about your customers. Your years of testing offers, messaging, ads... the countless conversations you and your sales people have had with buyers... you know a lot about your people!

You have at your disposal, ready to leverage, hundreds, or even thousands, of data points. You know about their needs, problems, challenges, weaknesses, strengths, and all kinds of things that enable you to sell to that person, and to serve them well.

That's a lot of customer intelligence!

The problem is that most of that customer intelligence is internal: it's part of your general awareness about a person or their business.

It's not until you map out all that you know about your people that you get the clarity to know that this person might be interested in buying that offer, at that price, with that particular messaging.

Put differently: analysing, mapping out, and segmenting your customer intelligence is what enables you to see the relationships between problems, needs, and urgencies.

And that's when you see - clear as day - opportunities for sales that you didn't realise were there.

This is why Sustainable Growth Systems developed Hidden Revenue Opportunities: to enable SME's to reduce their operational costs, generate more sales, and serve more of the clients who have come to trust them.

It's a process that extracts and maps out all that knowledge, and highlights those opportunities, so that each SME who applies the process can essentially play Amazon's game, without having to gather massive amounts of data.

We developed this system because each business has assets

that are underutilised - and sadly, this most valuable asset is often the one most neglected.

In the words of our co-founder Antonio Herrezuelo:

*"Our mission is to reveal how much you actually know about your clients, up to the point of knowing exactly which individual needs what, and when, and for which reason.*

*"You know your clients and their problems, and you understand their problems and worries and care enough about them to offer a tailored solution.*

*"Doing so strengthens your image and relationship with them, giving you more potential each time for the highest possible lifetime value (virtuous circle).*

*"This strategy has a direct positive impact on the Cost Per Acquisition / LifeTime Value ratio. We maximize the value of a company when we are able to continuously add value to our clients, and this method provides a recurring source of income for our business".*

*"Our goal with the HRO strategy is to empower you, by providing your business with more control over your sales process and your income flow, and by making revenue more predictable and stable".*

# How it works

The HRO is service that combines common-sense marketing & sales fundamentals, with an analytical approach based in buyer psychology and decades of experience.

The process happens in 3 stages:

## **Stage 1: Opportunity assessment (20 minutes, no cost)**

We'll ask a set of questions specifically designed to get an accurate reading on how much revenue potential is available in your database. Is your enterprise actually able to generate



revenue from their database - is there a varied enough mix of buyers, are there different products and services that can be sold, and, very importantly: is the team able to create and broadcast messaging and packages that would appeal to existing buyers?

If it turns out that yes, and if we find that the potential can be leveraged with the HRO process, we'll provide you with some instructions to prepare for your first, 2-hour session.

## Stage 2: Extract & Map Session

Here, we'll look at the different people in your database, their needs and wants and desires and a lot more, and begin to map out the customer intelligence that you (and your team, if applicable) have available. You'll find that it's a *lot* more than you thought.

These questions are partially based on the obvious markers, such as purchase frequency, purchase value, profitability of the service and so on, but also on questions that dive deep into the fears & frustrations, wants & aspirations that a buyer has. And, a number of the questions are designed to assess the cost of not solving a problem, paired with the urgency of needing a solution.

Together, these questions show you how to take an X-ray to your database of customers, so that you can identify the most relevant information, in the vast mix of customer intelligence you have.

You'll then have a few days to answer some more questions about your database, and once that's done we meet again, for your second 2-hour session.

## Stage 3: Analyse & Commercialise Session

At this stage, you'll have a map in front of you, with a large number of datapoints, all neatly gathered and tagged in a spreadsheet.

And in this second session, we'll analyse that data, map correlations, create segments, and develop a set of offers that you can make to the most likely candidates.

In addition, our former-copywriter Martin will provide specific messaging, wordage, and pitches, to use in sales scripts, on your website, and in your email / social broadcasts.

### The result

- You'll have a map of segments, offers for the highest-potential segments, and language to use when making the offers
- You'll have learned a fast, systematic approach to uncover hidden sales opportunities, that you can apply any time your business needs a cash injection.
- You'll have segmentation based on profitability, CPA, and available services, linked to motivators such as the cost of not solving problems.
- You'll also have a hyper-clear view on exactly which offer to go pitch to your people.
- And: several opportunities for sales that you can pitch right after your second session, scripts and copy in hand (your session will be recorded, so you won't miss anything).

# Case Study

Dusan Matuska is a Bitcoin educator, well-known in Slovakia. He teaches, trains, speaks, and consults clients on Bitcoin best practices.

Before working with SGS, a consulting session would sell for € 50, and landing these gigs was sporadic.

During the HRO process, we mapped out all the different reasons people had worked with him, and discovered something very interesting: his highest value clients were those who didn't just want to know about Bitcoin, or start



using it - his best clients also very much wanted to be recognised by their peers and employees as knowledgeable about cryptocurrencies.

Not to the point of being an expert, but to at least be able to hold up in a conversation and not look like a complete noob.

In other words: acquiring the knowledge was not the only motivator for buying: it very much was also about how his clients were perceived by others.

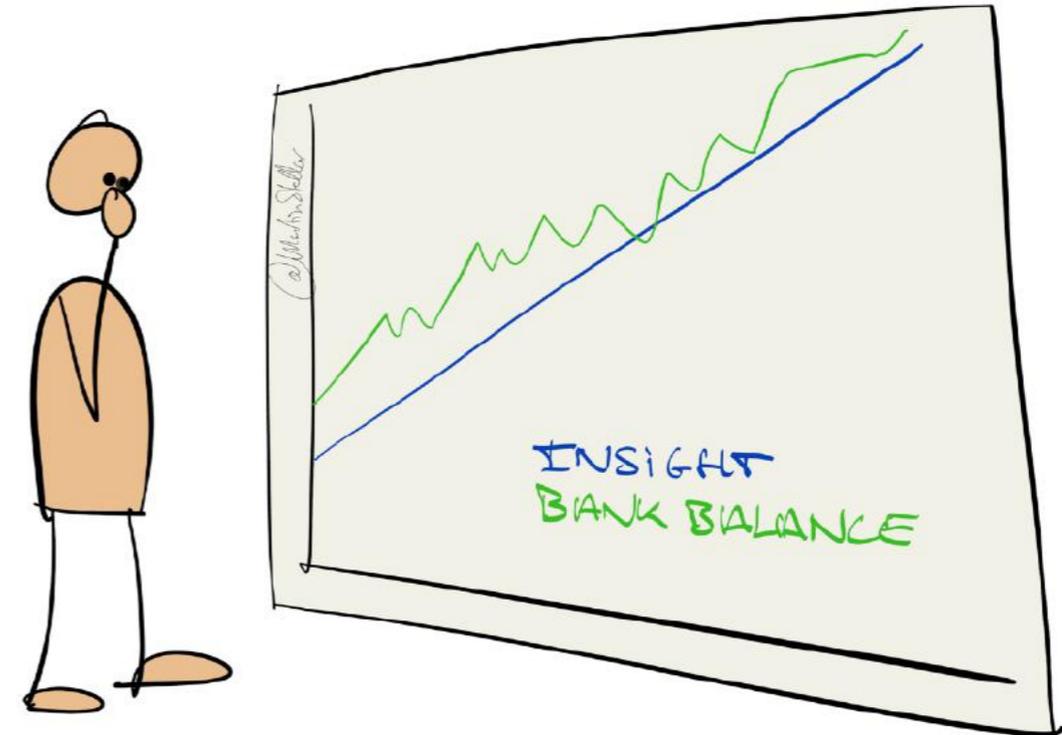
As anyone who understands marketing and sales will tell you, self-image, identity, and 3-rd party perception are enormously powerful motivators for purchase.

Thus, in the space of 3 or 4 hours, Dusan was able to identify a segment inside his customer base that is extremely willing, very much in need, and ready to spend much more than 50 per session.

He turned around an offer for his consulting, raising the price to € 350, and inside of a week he had his first engaged buyer.

This is the kind of result that you can get once you get hyper-specific on buyer needs and motivations, and that clarity and specificity is exactly what the HRO system provides.

# Some numbers



Of course all this might sound good - and you have your database of buyers, you might have a CRM, or even have segmentation in place.

But how much, really, could you gain if you were to leverage your full database, and generate more sales from it?

Turns out, the gains can be quite significant, as you'll see on the next page.

And, interestingly, you can find opportunities, and sales ready

to be closed, in just a few hours.

That means, there's money you could be earning - yours to have - just by spending a few hours looking at all that you know about your people.

And we promise: you know a lot more about your people than you might think you do.

That's why we created this system: to get all that knowledge out of your head, and mapped out.

Now, it might seem like potential gains are marginal, especially compared to the effort and time it would take if you would perform a full database analysis.

Hundreds, maybe thousands of records and datapoints... where do you even start?

Truth is, you typically need no more than 50 to 100 entries in a spreadsheet, and a set of very specific buyer psychology-based questions, in order to quickly see the opportunities available.

Those questions, that's where we come in - we're basically your live algorithm. And because we're currently in startup mode, developing our MVP, we're running the Hidden Growth Opportunities analysis at a pilot price of \$1500.

So ask yourself: How much does a typical customer spend with you... \$1000 per purchase? \$5000?

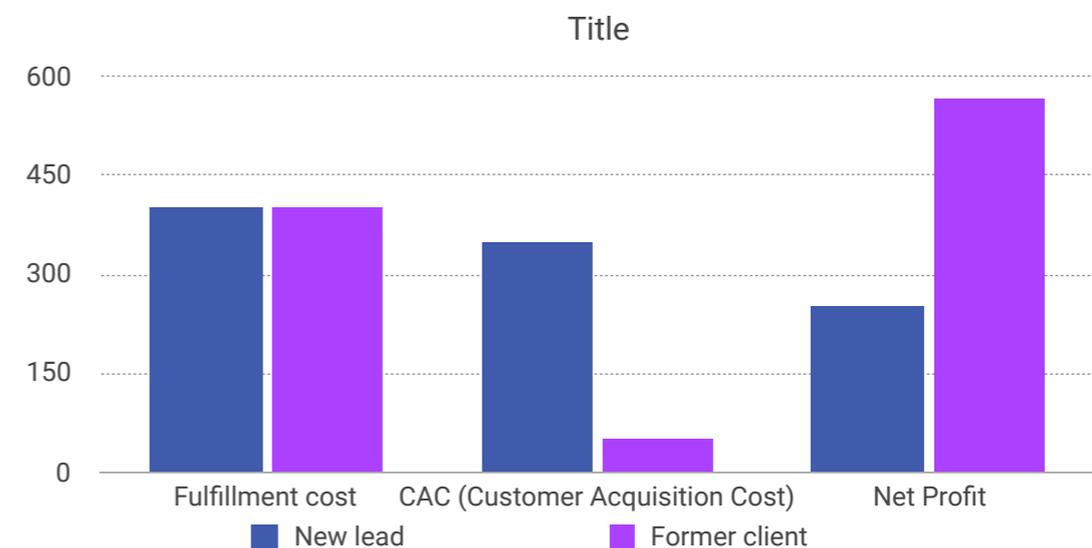
Imagine you could land just one or two sales from your list... that would obliterate your investment in this service. And if you have 100 clients or more, and you do good work, there's a fat chance that you'll land more sales than just one.

Depending on your database size and the average transaction value, it's entirely possible to generate clients at a cost as low as \$ 50.

We've run the numbers, and they work. Imagine you have a \$1000 offer, and currently spend \$350 to acquire a new buyer... your investment of \$1500 with us would result in a cost to generate a sale of only \$50 - that's \$300 savings per sale.

And, for that to happen you only have to close 30 sales.

Is that something you could see happen, given the right segmentation, targeting, and messaging?



**You don't even need to think: re-selling simply *is*  
cheaper and more profitable**

	New Lead	Previous Customer
Average transaction value	\$ 1000	\$ 1000
Fulfillment cost	\$ 400	\$ 400
CAC (Customer Acquisition Cost)	\$ 350	\$ 50
Net Profit	\$ 250	\$ 568
Margin on Sales	25%	57%

### Profit and Margin comparison

So, do you have a couple of hundred buyers in your database?

Do you think it possible that 30 of them would spend \$1000?

If so , the Hidden Revenue Opportunity service will help.

Oh, and what also helps:

We created a simple calculator that helps you figure out just how much revenue potential there could be in your database.

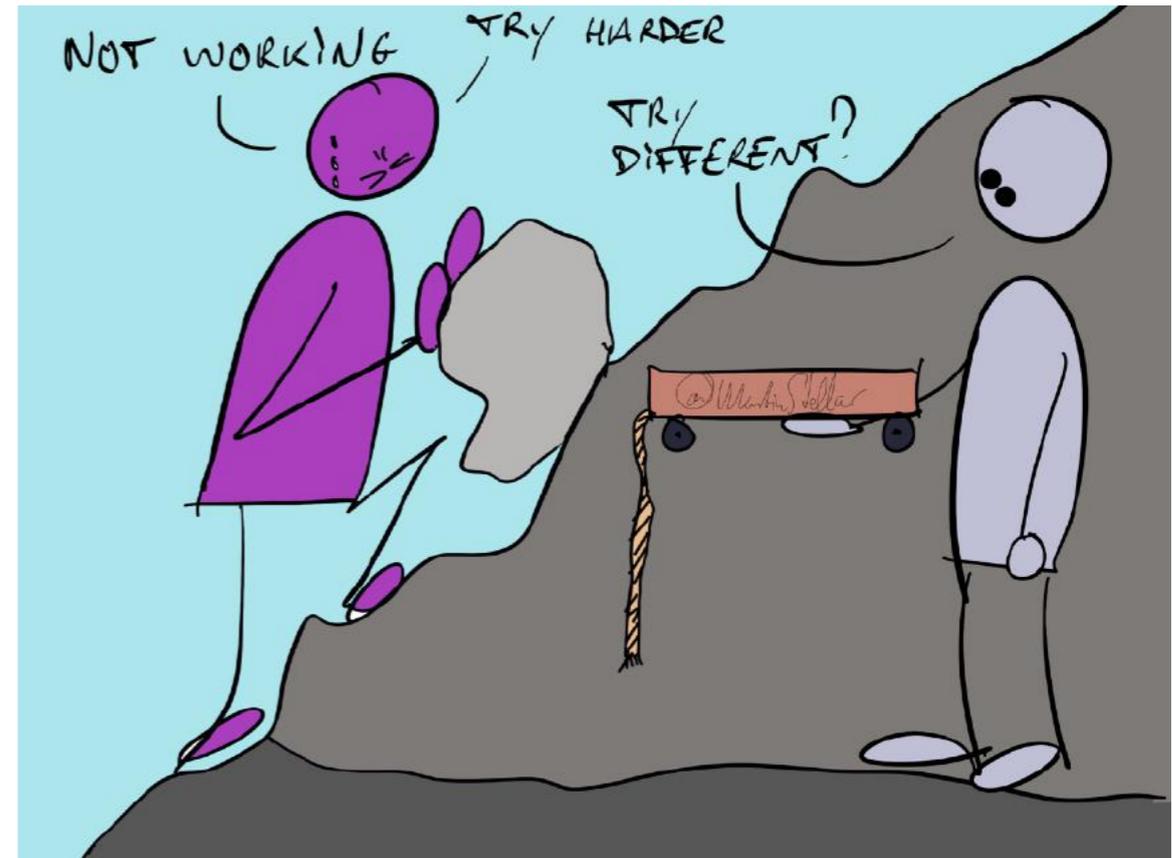
[Have a look...](#)

# Now

This service currently sells at \$1500 for 2 sessions, 2 hours each.

Before purchase, it's important to assess whether or not an existing database holds opportunities, which is why the first step is a short interview to establish the existing potential in your database.

If you and SGS Consultants agree that there's value to be had from your database, we'll schedule your first 2-hour session, and we'll also provide a few instructions on how to prepare for session #1.



## Next steps:

### **First, answer a few questions here...**

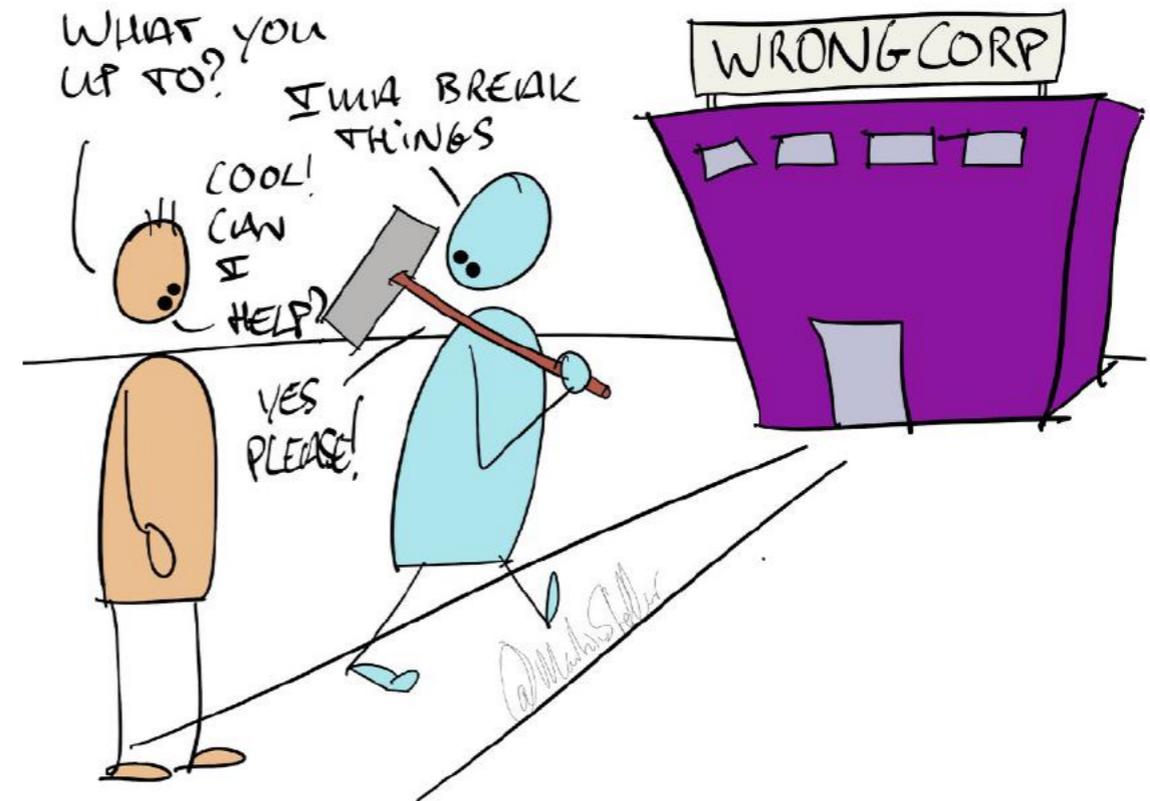
On the results page that shows your revenue potential, you'll find a button to take you to our scheduler so you can book a call.

# Who is Sustainable Growth Systems?

Sustainable Growth Systems is a new consultancy, aiming to develop and implement systems that lead to exponential growth, for **scalable companies that aim to disrupt the status quo in their industry.**

This is a new initiative, started by two veteran business owners:

Antonio is an investor, financial whizz and an expert at creating operational systems, and Martin is a revolutionary coach & consultant in sales and marketing.



Their combined skills essentially provide a two-headed cofounder for hire, enabling optimisation of the business, while the founder and their team focus on delivering product or service.

The Hidden Revenue Opportunity service is their MVP, launched in autumn of 2020.

# About our founders

## Antonio Herrezuelo

In a career spanning 20+ years, Antonio has held senior positions in large companies as well as in SMB's.

Under his leadership, these enterprises experienced strong growth due to strategic fine-tuning of their operations, and carefully planned & executed financial strategies.

He has worked both in Spain and abroad, in sectors ranging from commercial & investment banking, to real estate



development, to investment analyst in private equity firms.

He also has experience in the industrial sector as owner of a factory, which to this day is still operational after he rescued it from bankruptcy.

He is currently an entrepreneur who has founded his own successful coworking space.

In addition, he's an independent consultant to both young and mature companies, in sectors as varied as construction; hotel operations; augmented reality; and SaaS and business development services.

His clients value him not only for his technical knowledge, but also for his close contact; his high involvement in the projects with which he collaborates; and a deep desire to help people with the right set of values achieve their aspirations.

## Martin Stellar

A former monk who became an ethical sales & business coach, Martin is a systems-thinker, solutions-builder, and a lifelong psychology fanatic who previously worked as a copywriter.

His unique mix of leveraging assets, marketing and sales prowess, systems-thinking, and his values-first approach in business, enable him to create solutions, strategies and funnels that drive engagement and conversions fast.

Meanwhile, his engineer-mind and deep understanding of consumer psychology combine to deliver sales & marketing strategies that makes his clients the go-to provider in their niche.

He was part of the reason that Antonio's co-working space in



Malaga reached €25.000 monthly revenue in less than a year.

Other results include helping an entrepreneur multiply revenue 10x in a year, and generating \$18.000 in revenue for a client in 5 days, with only three short, well-crafted emails to a list of just over 1000 readers.

# So what do you think...

Is it time to start getting some more returns on all the time and money you've invested...?



Start here..., or contact us directly to schedule an initial opportunity audit.