A man in a dark suit is sitting in a chair, seen from behind, with his hands clasped behind his head. He is looking upwards towards a large, glowing yellow thought bubble. Inside the bubble, the text for the webinar is displayed. Two smaller, similar thought bubbles are positioned to the left of the main one, one above the other.

Webinar 55
Three Amigos:
Content, Sales and Service
Byron White
David Meerman Scott

**How the Three Amigos Opened Up All Kinds of Opportunity to Grow WriterAccess,
and Make the Inc. 5000 List.**



Content

Sales

Service

Unlike most of our competition, WriterAccess is not VC funded, stacked with staff or stuffed with big marketing budgets typically required to make the list.



Inc.
5000

To achieve our goals, we needed a fresh strategy to grow the business and capture market share.

Inc.
5000



Step One: We joined the content marketing revolution and begin published a steady stream of informational guides, monthly webinars and information content.



Step Two: To support the flood of inbound leads and sign ups, we hired sales reps to help onboard customers to the platform and workflow.

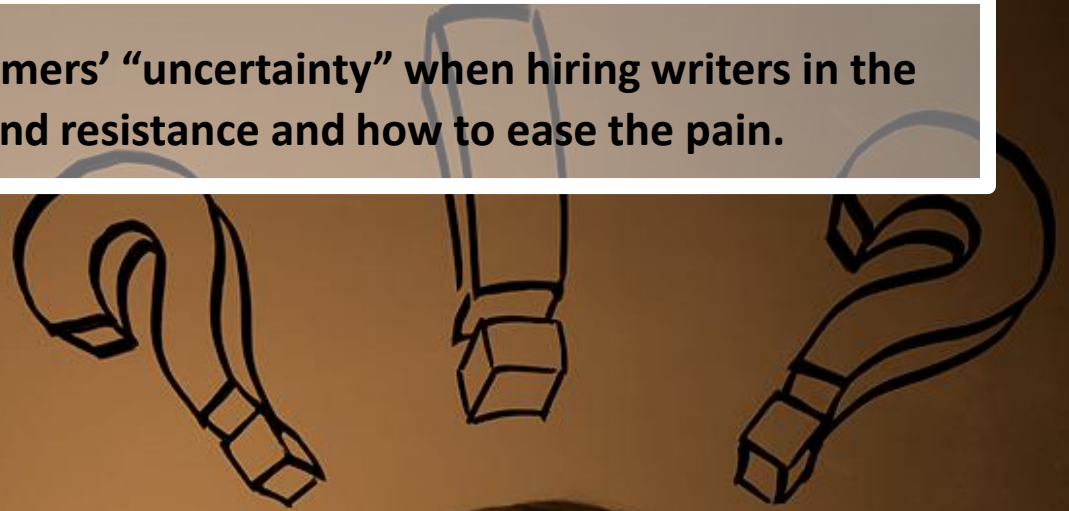
W R T R A C S
I E C E S



But we told our sales reps to STOP SELLING, and start asking questions and LISTENING to customers wants and needs with content and the platform.



Step Three: We analyzed customers' "uncertainty" when hiring writers in the platform, trying to understand resistance and how to ease the pain.





We learned that to ease the pain of **uncertainty**, customers needed to deeply understand our value proposition:

Great Content

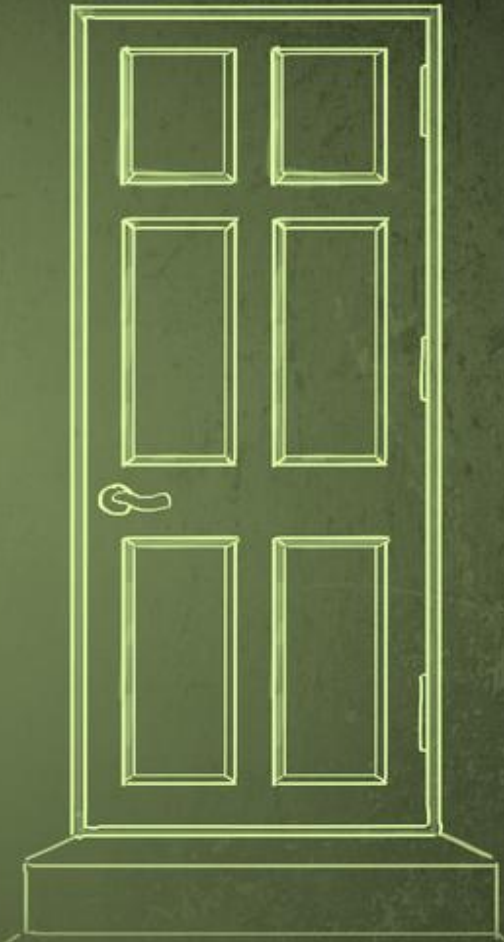
Fanatical Support

Not Delighted? Don't Pay!

Content

Sales

Service



12 Strategies to Grow Your Business Organically and Make the Inc. 5000 List



Strategy 1

Common Sense needs to be more than common, treating customers fairly by “doing the right thing” at the right time and the “write” place.





Strategy 2
Empowering customer service reps
with the feeling that each of them
single handedly represents the
brand.

Resource: *Who* by Geoff Smart and Randy Street

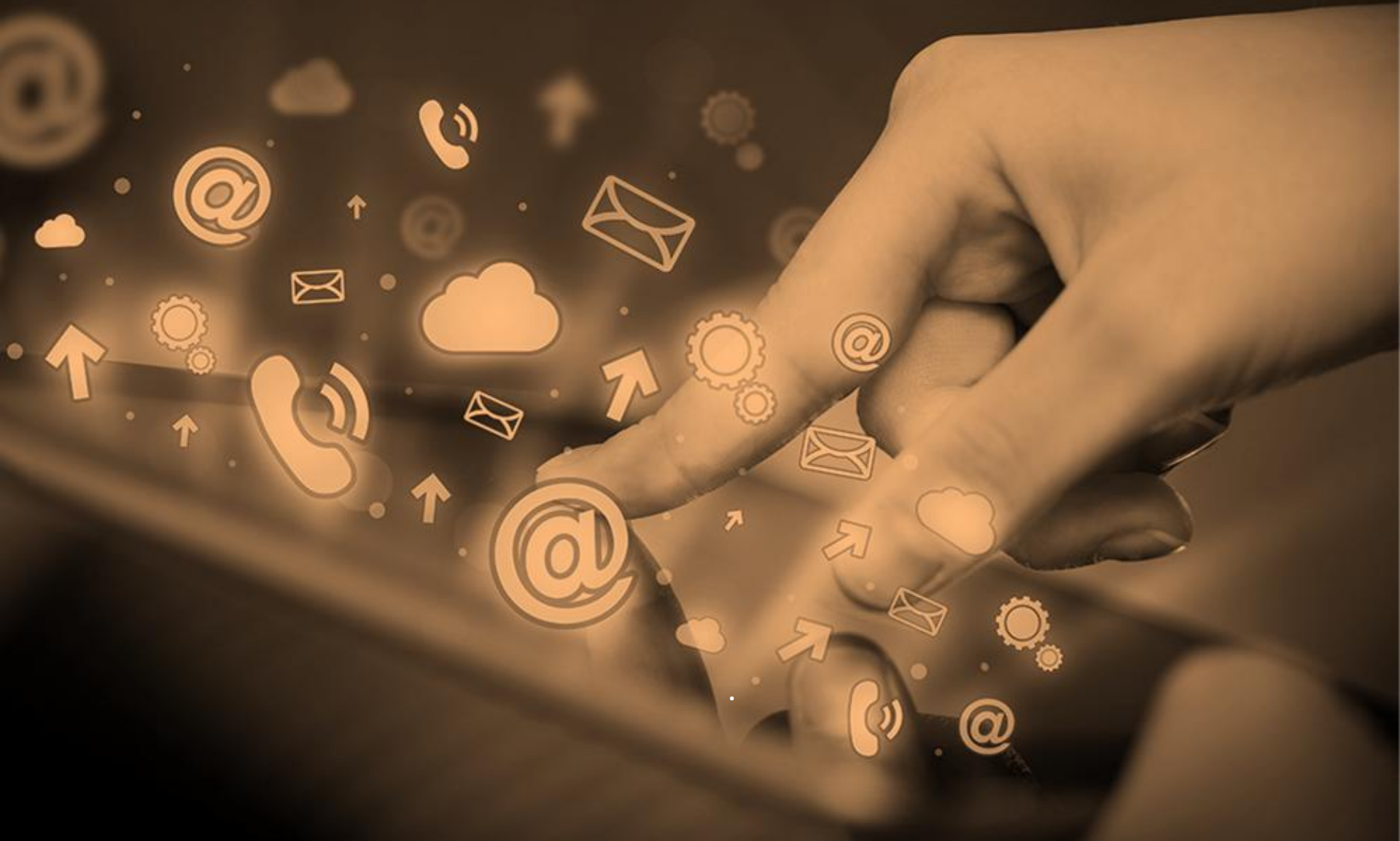


Strategy 3
Understand that customers
come in all shapes and sizes.

Resource: Harvard Business Review, July-August 2014, *The Ultimate Marketing Machine*

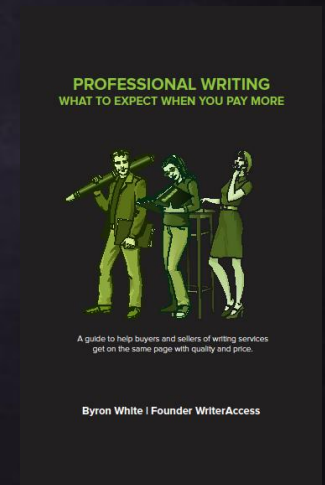
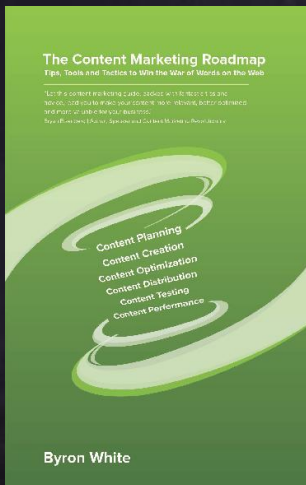
Strategy 4

Manage customer touches using advanced technology, methodology and mapology.



Strategy 5

Wow customers with surprise: The essential element for success.



A woman with short brown hair, wearing a black and white striped long-sleeved shirt, is sitting on a large, fluffy white cloud. She is looking towards the camera while using a laptop. The background is a soft, pinkish-red sky with wispy clouds. A large, dark red heart shape is visible in the upper left quadrant of the image. A white-bordered box is positioned in the upper right, containing the text.

Strategy 6
Find Your Brand's LoveMark!

Source: Kevin Roberts, *Sissimo*

Strategy 7

Create confidence to earn trust.

- 1.) Call when you say you will.
- 2.) Always do what you say you're going to do.
- 3.) Don't blame others (or customers) for mistakes.
- 4.) Be accountable.
- 5.) Be polite. Say thank you and please.
- 6.) Take ownership.
- 7.) Under promise. Over deliver.
- 8.) We don't me.



A man in a dark t-shirt is shown from the chest up, looking down and to the right while holding a mobile phone to his ear. The background is dark and textured, with several white, fluffy clouds scattered around him. Small white arrows point in various directions, some towards the clouds and some away from them, creating a sense of movement or flow. At the top of the image, there is a white-bordered box containing text.

Strategy 8
Analyze the steps of engagement and apply creativity.

Resource: Shep Hyken, *The Amazing Revolution, The Cult of the Customer, Moments of Magic and The Loyal Customer.*

Strategy 9
Manage the details.



A hand in a dark sweater sleeve holds a glowing sphere of tangled white lines. Various icons like a pie chart, lightbulb, envelope, and arrows are scattered around the sphere. The background is a dark, textured wall.

Strategy 10

Master the art of recovery.

- 1.) Fix what needs to be fixed.**
- 2.) Do it with the right attitude.**
- 3.) Act with a sense of urgency.**
- 4.) Thank your customers for the opportunity.**

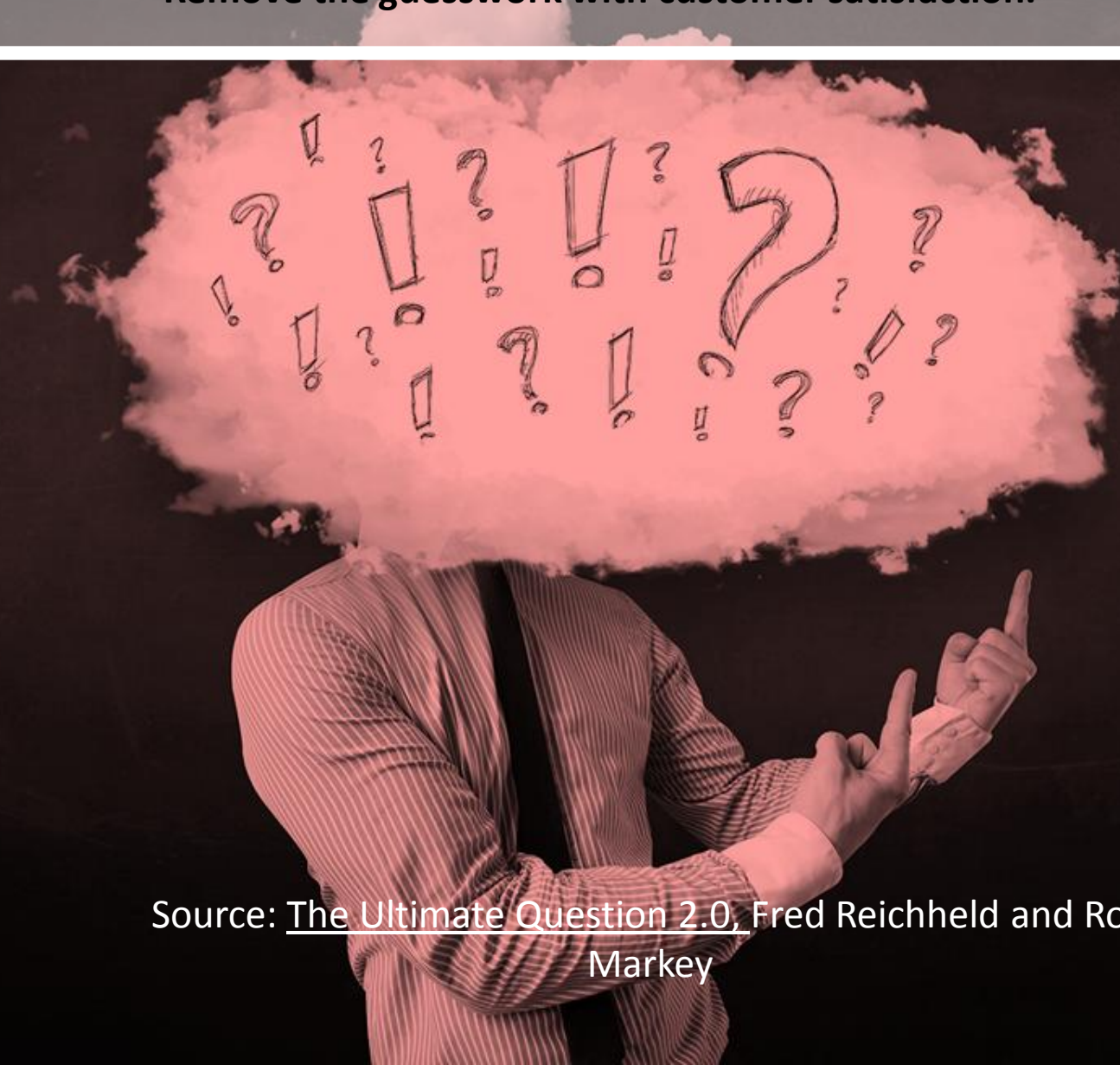
Strategy 11
Understand what motivate amazingness.



Resource: Dave Ariely, Ted Talk, What motivates us at work?

Strategy 12

Remove the guesswork with customer satisfaction.

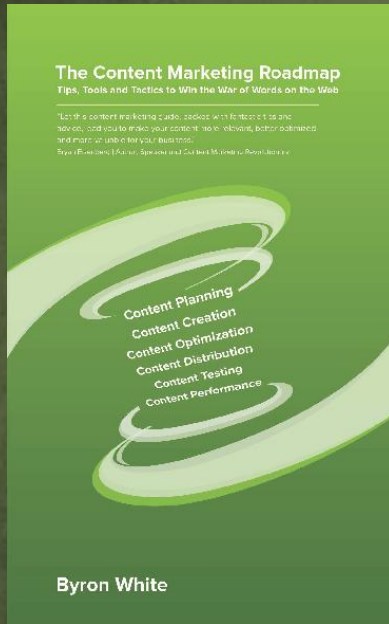


Source: [The Ultimate Question 2.0](#), Fred Reichheld and Rob Markey

Conclusion: Loyal Customers are the secret to accelerating business growth, decreasing user acquisition cost and making the Inc. 5000 list.



Download My Books



WriterAccess.com/ContentRoadmap



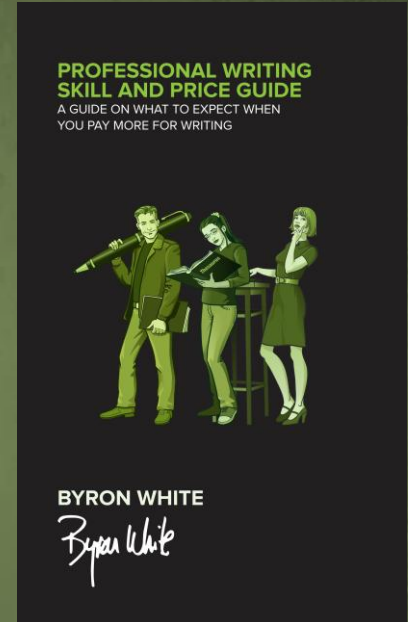
Let's Talk!

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