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## **The 3 Cs to Building a Diverse Customer Base**

Darryl T. Jenkins, The CPS STORE





# Darryl Jenkins

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# The 3 Cs to Building a Diverse Customer Base



*In this session you'll learn the benefits of :*

- **Connecting** with new and existing customers
- **Cultivating** beyond transactional engagement
- **Collaborating** to explore emerging opportunities and potential synergies



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# WHO ARE YOUR CUSTOMERS?

- A customer base is the **group of people to whom a business markets and sells** its products or services.
- It is basically a **broad range of customers which the company wants to target** and is comprised of customers who make repetitive and frequent purchases.



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# 1 Connect

- Be relational, not just transactional
- Engage Technology
- Meet customers where they are
- Don't be afraid to ask...



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# 2

## Cultivate

After two years of disruption and social fragmentation, view this as an opportunity to build upon new and existing customers while expanding your base:

- Take time to cultivate belief in relationships
- Nurture 'seeds planted'
- Sustainable growth requires watering
- Grow vertical, upward
- Strong cultivated relations create a competitive advantage



“Business is all about relationships...  
How well you build them determines  
how well they build your business.”

– Brad Sugar



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# 3

## Collaborate

- Continuously focus on business development to grow your customer base
- Seek to understand your customers promotional and marketing vision
- Build a diverse customer base through community engagement



“When you need to innovate, you need collaborate.”  
– Marissa Mayer



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# Speaker Contact Information



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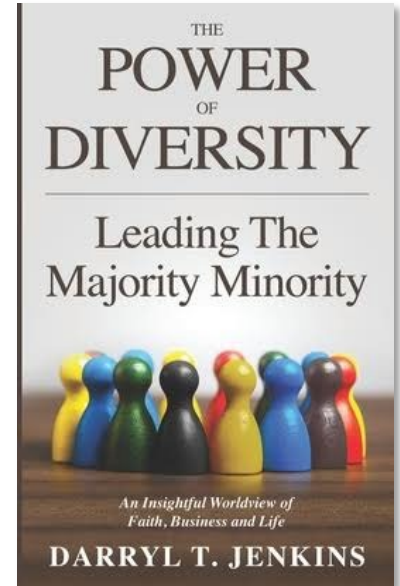
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## More about Darryl...

- 20-years as distributor owner and managing partner
- National Mental Health First Aid Trainer
- Active on several boards building capacity and resources to connect, communicate and collaborate across diverse groups in the U.S.
- Available for individual coaching or group training

## Schedule time with Darryl

[calendly.com/thecpsstore](https://calendly.com/thecpsstore)



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# Final Thoughts & Takeaways...

- **Connect** with new and reconnect with existing customers
- **Cultivate** beyond transactional engagement
- **Collaborate** to explore emerging opportunities and potential synergies



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Presented by

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