



Advertising
Specialty
Institute®

The 3 Cs to Building a Diverse Customer Base

Darryl T. Jenkins, The CPS STORE





Darryl Jenkins

www.thecpsstore.com | 312-820-0306
djenkins@thecpsstore.com



Advertising
Specialty
Institute®

EVERY STEP OF THE WAY™



The 3 Cs to Building a Diverse Customer Base

Increase Your Customer Base, Grow Your Business



Advertising
Specialty
Institute®



EVERY STEP OF THE WAY™

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** new business relationships
- **Collaborating** to explore potential synergies



Advertising
Specialty
Institute®



EVERY STEP OF THE WAY™

WHAT IS A CUSTOMER BASE?

- 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.



Image credit: Evolve Digital Agency



Advertising
Specialty
Institute®



EVERY STEP OF THE WAY™

1 *Connect*

- Not just transactional but relational
- Fostering meaningful connections
- Exploding role of technology



Advertising
Specialty
Institute®



EVERY STEP OF THE WAY™

2 Cultivate

After almost two years of disruption and social fragmentation, building new and rebuilding existing customers:

- Nurture relationships for sustainable growth
- Invest in communities you serve
- Cultivate inclusive working environments and vertical markets



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

– Brad Sugar



Advertising
Specialty
Institute®



EVERY STEP OF THE WAY™

3

Collaborate

- Work together to achieve shared goals
- Continuously focus on business development to bring on new customers
- Network to slowly build a diverse customer base



“When you need to innovate, you need collaboration.”

– Marissa Mayer



Advertising
Specialty
Institute®



EVERY STEP OF THE WAY™

Speaker Contact Information

About Darryl...



Dr. Darryl T. Jenkins

Managing Partner/COO

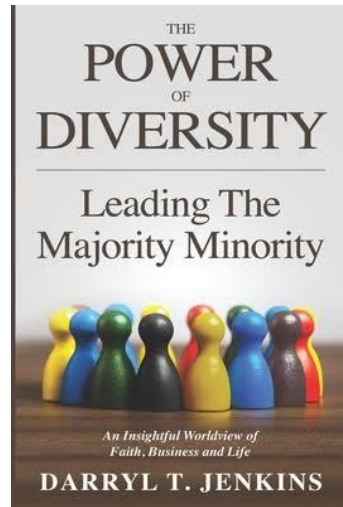
312-820-0306 – Office

630-809-9698 – Direct

djenkins@thecpsstore.com

Twenty-years as distributor owner and managing partner of The CPS STORE, a corporate branding and merchandising company creating diverse business solutions for customers:

- Author of “The Power of Diversity: Leading The Majority Minority,” which helps business leaders and organizations effectively navigate the social cultural landscape to build stronger organizations and communities.
- Serves on several boards building capacity and resources to connect, communicate and collaborate across diverse groups in the U.S.
- Provides one-on-one or group coaching and training



Advertising
Specialty
Institute®



Schedule time with Darryl
calendly.com/thecpsstore

EVERY STEP OF THE WAY™



Advertising
Specialty
Institute®

The 3 Cs to Building a Diverse Customer Base

Darryl T. Jenkins, Presenter of The CPS STORE

www.thecpsstore.com | 312-820-0306

djenkins@thecpsstore.com

