



2021 | New to You Program

New to You Program | **Overview**

- Showcase unique product from each one of our Product Centers of Excellence (PCOE).
- Allows us to learn more about the products that we offer and introduce our customers to something new.

New to You Program | **Training**

- Online Course to be completed
- Live training to follow

New to You Program | **E-Blast**

- Email will be sent to your customers with information on new product along with links back to our website.
- Spreadsheet showing who has opened and clicked on links will be available to know which customers have engaged with information.

New to You Program | Follow Up

- We must follow up with our customers to ensure they received this information
- Create a CRM Action with Action Type “New to You”
- Great opportunity for open discussion, not just about the information they received, but any new opportunities they may be working on
 - What projects are your working on?
 - Will you need any more of XYZ product we provided in the past?
 - Did you know that we now carry XYZ?
 - Are you experiencing any issues? How can we help?
- Great way to build relationship with your customers!!!