

What Happens After a Sale?

How do you get, keep and grow a customer?



Customer Relationships

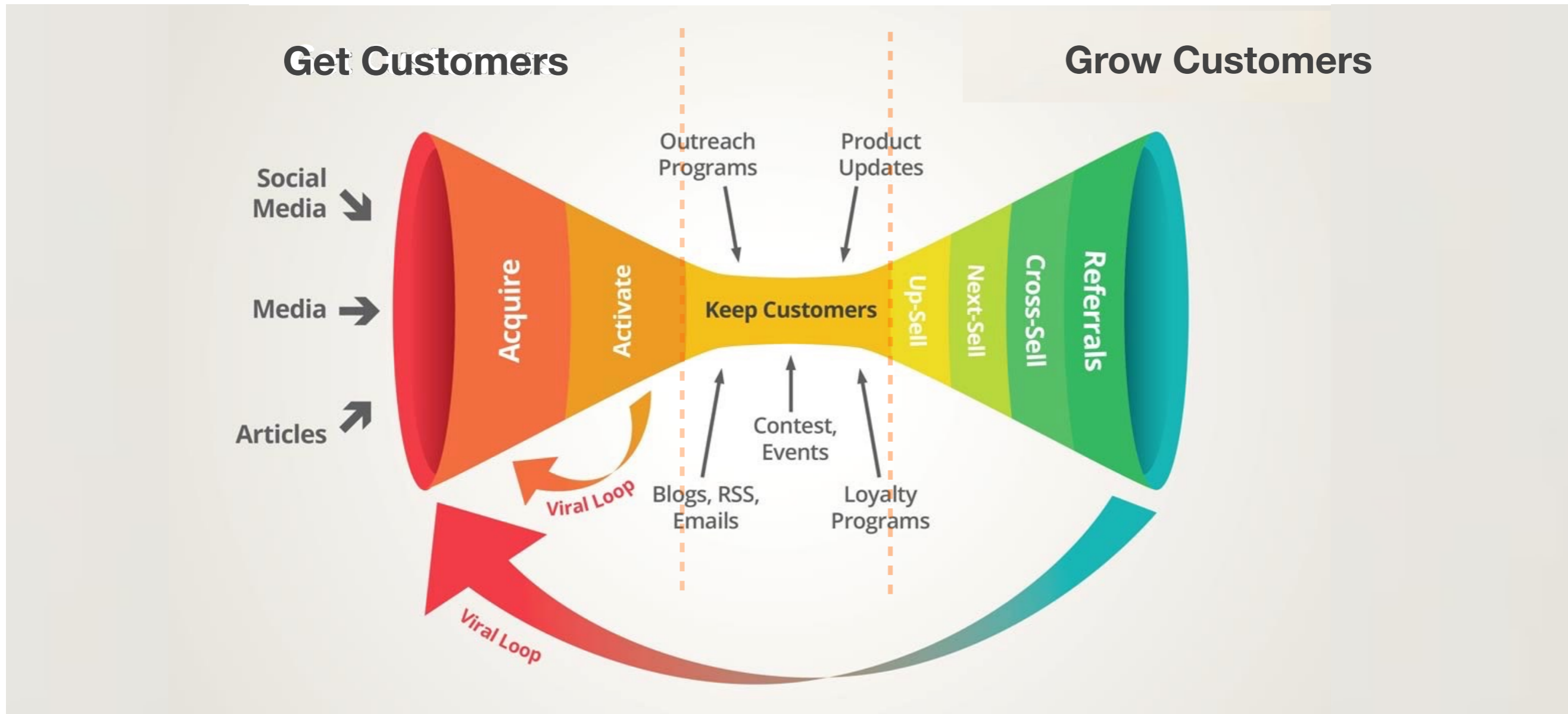
Think about the Business Canvas. Then ask yourself this:
Once we get customers, how do we keep them?

Steve Blank defines customer relationships as *the interplay of customers, sales channel, value prop and marketing*.

This is the more holistic side of thinking about your customer.

Think of it this way: Selling a backpack to a customer who expects it to simply work for 3-5 years after the purchase is a very different type of relationship than a team that wants to sell engineering design software to a large aircraft manufacturer with training sessions for employees and new modules and updates available for tens of thousands of dollars every year.





Get, Keep, Grow

This is a generic customer lifecycle journey – first a company finds potential customers and adds them to the top of the funnel.

Get – Then the customer learns about the company and the product and eventually buys or uses the product.

Keep – This is basically customer service! The startup wants to provide the best possible experience for each customer.

Grow – This phase includes two key components: (1) providing additional value to the customer so the customer purchases more from the company and (2) the customer enjoys the product so much she refers the company to other customers.

This referral is also called a viral loop and allows a startup to achieve high growth.