

# La Crème de la crème

## EXPERIENTIAL SOCIAL MEDIA FOR LOCAL BUSINESSES

### WELCOME

La Crème de la crème refers to the 20% of your clientele that gives you 80% of your business. CSRA uses experiential social media to attract more business from them, so your business builds profitably. Our techniques have been refined during 8 years of client work.

### ENTRANCE

We work with your team to define your Crème de la crème in several dimensions.

Then we note your insights: what have you learned about serving them? Why do they buy more products, use custom services or both?

Finally, we ask for details about your growth strategy. What products and services are driving it? Which are most profitable and why?

Then we get to work.

### MAIN ROOM

We interact with your Crème de la crème on your behalf to extend incomparable service to them online. Interactions correlate to why they visit you, so we attract more high-value visits. *We talk with them about the experiences they want* when they use your products and services. For example:

- ❖ The personal outcomes they desire, in key situations.
- ❖ How you can help them succeed professionally.
- ❖ Your products and services in fun and social contexts.

### EXPERIENTIAL SERVICES (PER MONTH)

“Part-time” - Ten hours of interaction with your Crème de la crème. Includes two extras. 950

“Associate” - Fifteen hours with your Crème de la crème. Includes three extras. 1,400

“Manager” - Twenty hours with your Crème de la crème. Includes four extras. 1,800

“Owner” - We design services for you. Market

Extras - hours of unbilled time, some at your store(s). We learn your business.

### OUR TECHNIQUE

Since we interact about the motivation behind their visits, clients constantly feel your care and relevance, so they think of you, recommend you and visit you more often. Plus, their preference for you grows over time.

### LIMITED ENGAGEMENT

Get in now. La Crème de la crème attracts your most profitable clientele quickly and inexpensively, so it evolves how stores acquire and keep clients to grow profit.

You can be the first to use it. It works with existing social media, or you can use it instead.

### RARE INSIGHT AND PRACTICE

CSRA Managing Director Christopher Rollyson has advised management of global business, small business and startups for 25 years. He has also run several small businesses.

### RESERVATIONS

Arrange a meeting with us or learn more by using this URL, your phone or the QR code.

- ❖ <http://rollyson.net/cdlc>
- ❖ 312.925.1549

