



The Big Picture - Business Value Laws



Is social media another form of referrals or word-of-mouth? Business value rule number two from "14 Unalterable Business Value Laws" states, "Word-of-mouth sales must be more than 20% of gross revenue or reduction of business value starts to occur." Word-of-mouth could take on several forms in a business like B2B, customer to new trial user/potential customer, referring business to potential customer or even customer to customer. What type of referral system is working for your business?



When a business buyer is looking at business for sale they always look where sales are coming from. If a business owner is spending too much on her/his marketing budget for T.V., ppc, cable or other push media (for new leads) the business buyer knows something is not working. And word-of-mouth is not spreading the name, product knowledge and affection of the business. Why is word-of-mouth not working?

Word-of-mouth is either working for or against business value. We all know that one disgruntled customer tells 7-10 people about their poor experience with a business. While one happy customer tells...

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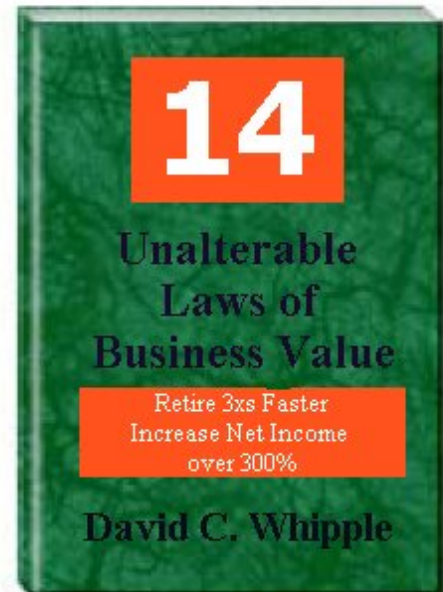
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