

THE NEW BIG “R”

RETENTION

MOVING TO MARKET

READINESS

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retention...



- Then, we heard ...

“FLAT IS THE NEW UP.”

retention ...



Given how aggressively we search for new customers...

... how devoted are we to keeping the ones we have?

retention ...



retention activities

- develop a strategic plan to retain ...
- link companies – problem solve – empower ...
- develop ‘industry specific’ value chains ...
- do a gap analysis ...
- develop a strategic attraction strategy ...
- execute
- evaluate

retention...



...begins with evaluation

- What value do I bring to your clients?
- What skills does your economic development team bring to the organization?

...what is your value proposition?

retention...



...begins with evaluation

- What tools and resources do I have?
- What do I need to be successful?

...set a budget.

retention...



your company visit program

- Is it strategic?
- What questions are you asking?
- How often are you visiting?
- How are you tracking and recording the information?

growth...



new markets expanding in to the US, Europe

new client securing a new contract, adding volume to their current operations

new line diversifying, an addition to their current operations

new distribution channel a new sales channel

moving to market readiness ...



- review your socio-economic profile
- SWOT analysis

market readiness ...



- review your community's strengths
- take an inventory!

- industry
- small business
- natural resources

talent ...



look at your skilled work force ...

**research local and regional academic programs
and training opportunities**

- review unique training opportunities available
- research regional college programs – are there expansion plans? new programs?
- research local or regional research interests

filling the gaps ...



perform a gap analysis

- What is missing?
- With the skill set we have, what is possible?
- With the companies we have here and in the region
– where are the opportunities?
- Are there industry trends to consider?

inventory of available lands ...



- keep an inventory of vacant lands and buildings
- build partnerships with planning, hydro/power
- invest in infrastructure to have 'shovel in the ground' ready lands
- be proactive in your approach

market ready ...



- take inventory
- highlight your unique advantages
- understand your labour force and its uniqueness
- prepare a TEAM
- select strategic partnerships
- in-service your team (one song book)
- leverage Provincial and Federal support

market readiness ...



- ... is about building a centre that is business ready, willing and able to grow
- building clusters to empower business to expand, invest and grow
- ... providing opportunities for businesses to leverage new money to invest and grow

KEDCO launches **Service Kingston!**



- key account support
- investment support
- labour market support
- infrastructure support
- advanced-lead generation

- partnerships with ELORIN and SWITCH

contact information ...



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