



**Three EASY Ways to Use
ISO 9001 Certification
to Grow Your Business!**

ISOCertificationGroup.com

Three Ways to Use ISO 9001 to Win More Customers!

Unless you are currently supporting a customer, there is a 99% probability that their purchase decision-makers have never heard of your company. To them, you're just another high-risk, low-quality small business.

Prove them wrong!



Here's a simple fact...if you could peek into the head of nearly every potential customer, you'd be terrified! Most automatically assume that your small business is operating from your basement or garage with less corporate infrastructure than a hotdog stand! As a small business with only a few customers, the largest obstacle that you must overcome to win higher-value business with larger customers is your "assumed" lack of corporate maturity. And that is a nontrivial task! The easiest way to overcome this hurdle is obtaining ISO 9001 Quality Management Certification. ISO 9001 Certification proves that your company has defined roles and responsibilities for key personnel, documented processes for all key corporate functions, a formal risk management plan, and so on. Although you may be the smallest service provider with the least experience, possessing ISO 9001 Certification starts shifting the odds of closing deals in your favor! Citing your various ISO 9001 Program components proves that your company is more mature than your non-certified competitors! And...you should constantly remind potential customers of this massive differentiator by putting the prestigious ISO 9001 Logo on every piece of marketing material that your company uses! Why? Less than 1% of US companies can show this logo!

ISO Certification influences four of the five customer considerations when making a purchase. These four positively impacted considerations include: 1. The **quality** of the product or service; 2. **Customer service**; 3. The **reputation** of the vendor; and 4. The **value** that the customer receives from the product or service. Except for purchasing convenience, ISO 9001 Certification can play a very significant role in 80% of your customers' decision-making process! ISO 9001 is synonymous with high quality. The cornerstone of every ISO Program is its Customer Service Program. With only 1% of US companies possessing ISO Certification, your company will stand among the elite organizations possessing this prestigious corporate credential. With respect to value, your competitors can only market increased value through lower prices while you can increase customer value through improved quality, enhanced customer service and your reputation!





Your competitors' marketing material and sales pitch will say all the right things about being "customer-focused" and touting how they make their customers happy, but it will be 100% fluff. Customers are now savvier than ever! They can easily see through the chaff to understand that they are being sold a hollow promise. ISO 9001 Certification is a tangible, verifiable credential, **proving** your commitment to quality and customer service to your customers! While your competitor's have no tangible proof-points to buttress their bold claims, your ISO 9001-certified Customer Satisfaction Program will help you stand out. Your Customer

Satisfaction Program collects data...FROM YOUR CUSTOMERS...to measure customer satisfaction. Routinely soliciting feedback from your customers by essentially asking, "what would keep you from giving us a 5 Star review or a 10/10 performance rating?" and then acting on those items will guarantee a perfect performance assessment. Another nail for your competitors' coffin is that part of your ISO 9001-Certified Customer Satisfaction Program is to periodically seek objective, third-party administered Customer Satisfaction Surveys to eliminate the potential for bias. Citing a third-party administered Customer Satisfaction Survey that proves your superior performance is another tangible proof-point of your performance! Similarly, if you are already supporting a customer, you are protected from your competitors because your performance is 100% bullet-proof by continuously receiving tips from your customer to learn how you may increase their customer satisfaction...and that translates to increased spending on your services! ISO Certification essentially equals customer loyalty.

The ISO Certification Group is the fastest growing ISO consulting provider for small companies for a reason! Our ISO QuickCert Program provides your company with

- A full set of ISO compliant documents, customized to your company and industry
- Training courses to teach you how to use your ISO Program
- Three months of example "records" to use as a guide
- 1-on-1 ISO audit preparation AND your primary trainer will attend your audit as your Internal Auditor
- **MONEY BACK GUARANTEE**

If your company is ready to accelerate its growth, the **ISO QuickCert Program** is your next step!

Questions?

[Schedule a time to meet HERE](#)