

# THE STELLAR GROWTH SYSTEM<sup>SM</sup>

## An Eight Step Approach to Growing Retail Market Share

- Dominate your market utilizing a strategic, research-driven approach
- Leverage your competitors' weaknesses to your advantage
- Create compelling offers that resonate in your market place

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**The Stellar Growth System<sup>SM</sup>** is a proven research based approach to growing market share. We analyze your sales and service culture, brand strength and account holder loyalty. We also analyze your competition and your product line. We use all of this information to help you create effective strategies to target vulnerable competitors, drive new account openings and increase market share.

**The Stellar Growth System<sup>SM</sup>** will help you leverage your competitors' weaknesses, identify especially vulnerable competitors, improve media buying effectiveness, enhance the account holder experience, reduce attrition and increase account openings significantly over current levels.

### **Step 1 - Internal Culture Assessment**

The first step with the Stellar Growth System<sup>SM</sup> is a full assessment of your internal sales culture – from CEO to teller. Your people are the most important element in growing primary and secondary relationships. It's important we determine how all employees live the brand every day, gauge resistance to change and ascertain training needs.

### **Step 2 - General Consumer Assessment**

Your ability to grow market share is dependent on the strength of your institution's brand in the marketplace. With this second step we measure your brand awareness and determine your brand's personality. We also identify the most important factors to consumers in choosing a financial institution specific to your market. Both quality of service and loyalty levels are ascertained, for you and your competitors, giving you a relative measure of your loyalty levels and service quality.

The information gathered during this step is used to create a brand plan, a list of initiatives all focused on improving your brand strength. In the brand plan, we help you determine ways to position your brand as dominant, leverage competitors' weaknesses and identify vulnerable competitors. We also work to improve both media buying and creative effectiveness as well as help you create offers that are more unique and compelling, improving your marketing effectiveness.

### **Step 3 - Loyalty Assessment**

The third step measures your Net Promoter Score<sup>®</sup> (NPS). This is the best method to measure account holder loyalty and is a predictor of your company's ability to grow in the future. To do this, we survey your account holders and ask them how likely they are to recommend your institution to their friends, neighbors and colleagues. We also ask them what would have to change at your financial institution to earn a perfect score on the next survey. The scores and comments are put into report form so you can easily see what opportunities exist to improve your loyalty levels.

When combined with the competitors' NPS scores from the general consumer assessment (step 2), a relative measure of loyalty in your market is created. This step reveals what your institution needs to do to improve and by how much, giving you the basis to create plans, tactics and goals all focused on improving the account holder experience.



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## Step 4 - Frontline Experience Assessment

Stellar Strategic also mystery shops your branches to give your institution perspective on what consumers experience when they visit a branch office. We evaluate performance based on our 50 evaluation standards to assess the overall sales and service skill levels of your staff. The information gathered during this step identifies sales and service areas needing improvement. Training programs can then be customized based on results of the mystery shop.

## Step 5 - Penetration and Competitor Footprint Analysis

With step five we measure and map out your current market penetration, which is the number of current deposit households within carrier routes around your branches. We also look at recent trend activity and establish four 8-week promotional cycles to analyze recent activity around each branch. Additionally, top competitor locations in the footprint around your branches are mapped. When using the data from step 2 in conjunction with this data, we can easily determine which competitors are your likely and fruitful targets.

## Step 6 - Competitive Product/Offer Analysis

The sixth step in preparing for a marketing strategy is to determine the most compelling offers based on all other competitive research compiled. This step includes a competitive product analysis and may lead to a revised list of products offered, slight adjustments to current products or the development of more compelling offers.

## Step 7 - Attrition Analysis

The last step in developing a marketing strategy is conducting an attrition analysis to measure your institution's effectiveness at retaining and organically growing its households. We analyze the following metrics: household attrition rate, average accounts per household, percentage of single and multiple account households and your average household life span. With this data we then compile a report that shows the impact that attrition has on your financial institution. This report helps your financial institution determine if more emphasis should be placed on retention strategies.

## Step 8 - Executing the Strategy

Upon completion of steps 1 – 7, your institution will have valuable insight on your market, your brand, the competition, as well as your staff and account holders. Once the data is compiled from the previous seven steps, a full day on-site presentation is scheduled to review results and recommendations. Plans are created and outlined in an engagement letter, including all initiatives. Development of an account acquisition strategy begins upon acceptance of the engagement letter.

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