



Capturing New Customers

Most waste and recycling companies try to capture new business by either offering specialized services around specific material streams (i.e. – Glass, Paper, Metal, etc.) or to select waste business sector areas (i.e. - Commercial, Industrial, Retail, City, etc.), and each have unique waste streams that need to be managed. When profiling these prospects we want to learn:

- 1) Number of sites
- 2) Number of waste streams a prospect has
- 3) How do they currently manage it
- 4) Who currently manages it
- 5) When does that contract expire
- 6) How much do they pay for it
- 7) Size of the Container
- 8) Number of Pickups per week
- 9) Contact information

Over the years we have discovered much of this information can be acquired from third party marketing firms or just by speaking with the prospect, and once we have a company profile we can begin to focus our marketing strategies to capture that waste stream. Remember that we want to collect data on all the differing waste streams, but may focus our time with initially only one specific one to start.

We will then decide how to track and continue communications through a prospect's, or thereafter if converted customer's, full lifecycle. This sales process is over simplified, but needless to say we will collect all data such as taking pictures of the waste stream, or we may audit the material in that stream, or we may even look at weight and density over time. But in the end we will make recommendations based on this data collected and will select a business model that will provide the transparency that is needed with the correct compensation for that model. It has been our experience there are mainly about six different models for this, and many newer brokerage firms that want to "get their foot in the door" will use a "Shared Saving Model," where they share in the savings they can provide a customer.

- Michael Ayoroa, Founder & President of Microsoft ITA Dynamics
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