

CUSTOMER FOCUS WORKSHOP

Increasing Your Competitive Advantage



Train and risk that they leave, or not train and risk that they stay

Objective:

- ▶▶ To differentiate your organization in a highly competitive environment
- ▶▶ To create a learning organization from the customer's perspective
- ▶▶ To effectively change organizational behavior to Outside-In

Who Should Attend:

EVERYONE! The workshops should be implemented from the top down, as management buy-in and support is crucial. To effectively change organizational behavior, everyone must be trained in the common goal and approach of being Customer Focused.

Format:

This is a highly interactive two-day workshop consisting of several modules with team brainstorming sessions that allow participants to create organization specific recommendations. Sessions should have heterogenous teams to stimulate the best overall result. Workshop sessions run consecutive days from 8:00-4:30, and weekend sessions are available for an incremental fee.

Outcomes:

- ▶▶ Suggestions that will help take your company to the next level
- ▶▶ Increase in "top of mind awareness" of customer focus for all employees
- ▶▶ Transformation as participants look at their job through the customer's eyes

Long-Term Results:

- ▶▶ Increased growth rate and sales
- ▶▶ Higher customer retention
- ▶▶ Increased close rate on proposals and quotes
- ▶▶ Lower employee turnover and increased employee morale
- ▶▶ Increased bottom line

The Center for Customer Focus
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"I always measure the success of a workshop by the useful take-away ideas we return to the office with and the value of those in the long run. Not trying to sound like a commercial, but the benefit was priceless. I feel it is the best use of your company's money PERIOD!"

Mr. Stephen D Johnson
President/CEO
HP Marketing



"I just wanted to let you know that the work you did with our management team earlier this year at the Customer Focus workshop is still paying dividends. Many of the ideas which surfaced from the workshop continue to have positive impact."

Mr. Mike Sanders
President/CEO
The Monroe Clinic

