

Total Customer Focus™ Public Program

Leveraging Your Customer-Facing Teams



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Opportunities and Challenges

New Revenue Opportunities

"Talk with the customer about how he can improve by doing an upgrade, adding equipment, etc."

Focus on the Customer Experience

"Make sure that every interaction with the customer is as rich as possible."

"Instead of jumping from one call to the next, think about the impression you leave with the customer."

Be Proactive

"Think about what the customer needs, not just executing the work order..."



A Unique Opportunity for Technology Companies



In these highly competitive times, technology companies have a unique opportunity to create a competitive advantage through their customer-facing people and in particular their technical service capabilities. Often however, these companies and their customers define technical service narrowly, i.e. they consider service to be only the maintenance and service of their products.

A much greater opportunity exists however to establish Trusted Business Partner relationships with customers by creating a total customer focused organization and culture.

Global Partner's Total Customer Focus enables companies to establish these relationships.

Total Customer Focus™ Program

Is for managers and non-managers, working in Front-Line organizations in Technical Support, Project Management, Customer Service, Sales and Account Management, who wish to acquire new skills and behaviors that enable them to change their relationships with customers and lead change in their own organizations.

As a result of participating in this program, participants will be able to:

- Determine their customer's 'Big Picture' and identify the business outcomes that are essential to their customer's success and that they can influence;
- Be proactive, anticipate and address customer's challenges, thereby building a relationship as a Trusted Business Partner;
- Get-to the non-technical relationship issues that may be hidden 'below the waterline' and that are often the real root cause of problems with customers;
- Achieve win-win outcomes that meet customer requests while protecting your own company's interests

In addition, participants will

- Improve communication skills which can be applied internally as well as with customers
- Develop their capability to provide Peer Coaching to colleagues and team members

Service People Have a Special Relationship with Customers

Field Service personnel conduct an average of 70 customer visits per month*

Three reasons why field service is in a great position to create a differentiated customer experience, proactively add value for the customer and increase supplier revenue:

- 1. Relationship:** The field service engineer is already positioned as a trusted advisor—the coveted status sought by every salesperson on the planet.
- 2. Context:** The field service engineer is in a position to see good and bad implementations and can extend offers related to products being installed or repaired.
- 3. Personalization:** Multiple visits to a customer location enable targeted offers based on intimate knowledge of the environment.



***Source:** Technology Services Industry Association

How to Leverage Customer-facing teams?

They can Become a Customer Focused by... changing the way they interact with customers

Reactive



Proactive



Technical issues



Real Issues



Yes to everything



Balanced Outcomes



What do Customer Focused Partners do?

They move from "Reactive" to "Proactive"

From Reactive



To Proactive



Wait for customer instructions
Follow working mode
Constant time pressure
Fire-fighting



Take the lead in the relationship
Pre-empt future problems
Impress the customer
Increase trust



Customer Focused Partners move from Reactive to Proactive

What do Customer Focused Partners do?

They move from “Surface Problems” to “Real Underlying Problems”

Surface Problems



?

Work only on the technical issue
Above the waterline focus only
Jump into problem solving
Problems will surface again



Real Underlying Problems



Deal with the person
Focus below the waterline
Create empathy first
Address the real problem
Strengthen the relationship



Customer Focused Partners move from Surface to Underlying Problems

What do Customer Focused Partners do?

They move from “Everything for the customer” to “Balanced Outcomes”

Everything for the customer



Balanced Outcomes



Accept unreasonable and/or impossible tasks
Strained resources
Customer dissatisfaction



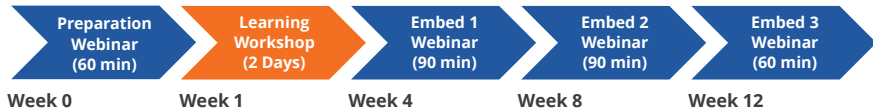
Agree with customer on what is sustainable
Long lasting, rewarding relationship for both companies



Customer Focused Partners move from Customer Only to Balanced Outcomes

Embedding New Skills and Behaviors

Public Program flow



Blended approach with online, field application, and live training workshops guarantees that new skills and behaviors are working long term

2-Day Learning Workshop Agenda

Module and Topic DAY 1

Introduction:

- Leveraging service organizations
- 3 Strategic Shifts for Service Organizations
- Customer Satisfaction vs. Total Customer Focus?
- TCF™ Case Studies – Group discussions

Shift 1: Be Proactive:

- Understand and address the Customer's Big Picture
- Pro-actively Discover opportunities to add value for the customer
- Apply the KANO Tool to impress and delight customers

Shift 2: Get to Real Needs:

- The Iceberg Model – Getting below the waterline
- Active Listening with the ASQ Model
- Active Listening Role Plays/Case Studies

Close Day 1

Module and Topic DAY 2

Shift 3: Achieve Balanced Outcomes:

- Reasonable / Possible Matrix – Creating conditions to achieve balanced outcomes
- SHAPE Technique – Gaining agreement collaboratively
- Reasonable Possible Role Plays
- TAUC technique for dealing with urgent customer situations

Embedding Total Customer Focus:

- Being Purposeful, maximizing your Energy and Focus
- Create your TCF™ Vision
- Define your Embedding Action Plan
- Measuring results
- Peer Coaching, guidelines and application
- Final Action Plan and Peer Coaching
- Peer Collaboration Community

Close Workshop

Program Materials

Action Planning and
Peer Coaching Guides

Participant
Workbook

Case Studies that
root concepts into
reality

Reminder Cards to
support application
in work life

Measuring Results from the Program

Are you Wasting Your Money?

ADOPTION

How do you know change is happening?

CAUSALITY

How do you know change is due to the training program?

RETURNS

What business returns are you getting from your training program?



Measuring Results

For Your participants, Your company and Your customers

An **advanced training measurement process** is deployed through an online tool to assess:

ADOPTION: measure adoption *outcomes* before and after an adoption

CAUSALITY: collect success stories that explain *how* the skills were applied

RETURNS: Measure *financial* impact in productivity, savings, and give-aways

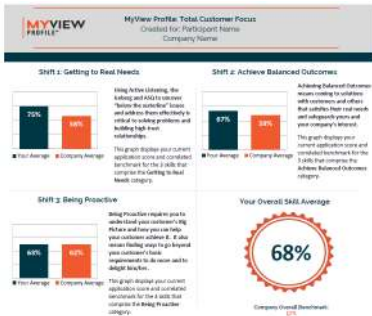
Measurement is integrated into the flow of the program and results are used during the follow-up coaching sessions, and summarized in three different reports (actual reports provided depends on the number of participants)



The Individual Report



MYVIEW Profile



For Whom: Participants

Benefits: Personal Development, improved personal productivity

What is it: Personal report highlighting opportunities for improvement. It summarizes the initial TCF™ performance assessment and compares the individual level of adoption against company averages. It's also a working document that contains the participant Action Plan and offers support for personalized coaching.

When is it delivered: After the Learning workshop and at the very end of the program.



Public Program Customers



Endress+Hauser
People for Process Automation

Sample List



ADVENT[®]



ALSTOM



PTC[®]



CRAY

RUDOLPH
TECHNOLOGIES

TEL

TOKYO ELECTRON

Public Program Dates and Locations

Program Fees \$1,500 including:

- 1, preparation web coaching webinar prior to the session
- 1, 2-day face-to-face workshop (lunch and breaks each day)
- 3, follow-up web coaching webinars after the workshop
- All workshop materials

Public Workshops are scheduled in the US, Europe and Asia.

View the list of currently scheduled workshops:

<https://globalpartnerstraining.com/resources/events/>

Want to schedule a workshop in your organization's office or in your city? Let us know:

<https://globalpartnerstraining.com/about-us/contact-us/>