



## **TOTAL CUSTOMER FOCUS™** **Executive Program**

### **A UNIQUE OPPORTUNITY**

Join peer executives from multiple industries to discover how to make each interaction with your customer as intimate and profitable as possible for your long term business



**Direct Field Application**

### **A THRILLING EXPERIENCE**

In the heart of one of the most vibrant European capitals, come and turn our 30+ years of experience in Customer Relationship training to your advantage



**Experience and Cultural fit**

### **FOR**

Technical Support, Customer Service, Sales and Marketing, Supply Chain, Program Mgt

### **BY**

The experts in experiential training for customer relationship reinforcement and service management

### **WHERE / WHEN**

## **MADRID**

1 PREPARATION WEBINAR

**2 DAYS FACE TO FACE  
WORKSHOP  
NOV 25-26 2021**

3 FOLLOW UP WEBINARS

LANGUAGE: ENGLISH

## Get results with Total Customer Focus

Your company can increase sales, reduce costs, solve problems faster and become a trusted business partner for your customers by implementing these three fundamental shifts in the way you think about and interact with your customers.

## Structure Program Main Topics

### Shift 1:

From reactive to proactive



Proactivity is often an overused term, but the reality is that when dealing with a client request, the focus is still on response. Yet imagine how the relationships would change if your customer-facing person were to anticipate problems the customer is likely to have and address them before they occur. This first TCF™ skill, being proactive, has an extremely positive impact on the customer's perception of your company as a trusted business partner. Here we bring proactivity to life with very pragmatic tools!

### Shift 2:

From technical problems to real needs



Customer-facing personnel frequently address visible technical problems only to discover later that your customer's real underlying problem has been left unresolved. Analysing the invisible part of the "iceberg", getting down to the "below the water line", results in better long-term management of customer problems. Here we dive!

### Shift 3:

From the customer is "always right" to balanced outcomes



Collaborative outcomes that are both reasonable and doable are key to any mutually satisfying relationship. To achieve this, your customer-facing people must learn how to "push back" on some customer requests in order to set realistic expectations, while satisfying your customers at the same time. Here we learn how to "say NO" while making the customer happy!

## Measuring Results

For Your participants, Your company and Your customers, an advanced training measurement process is deployed through the dedicated program App to assess:

**ADOPTION:** measure adoption of skills and behaviours before and after training

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

**RETURNS:** measure financial impact in terms of revenues, 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 value adding personal and executive reports*

## Sample List of Clients in Previous Programs

- ADVENT
- Airbus
- Alcatel Lucent
- ALSTOM
- ARCAM
- CRAY
- Dassault Systems
- EMERSON
- Endress+Hauser
- GE HHealthcare
- Intersystems
- Lam Research
- NOKIA
- PTC
- Rudolph Industries
- TEL
- Welch Allyn
- Schneider Electric

## Register

Program Fees \$1,800 including:

- 1 preparation 60 minutes web coaching webinar prior to the session
- 2-day face-to-face workshop (**Lunches + Breaks + 1 Gala Dinner**)
- 3 follow-up 90 minutes web coaching webinars after the workshop
- Licence for support App, measurement system and all workshop printed materials

**To register** [Click here](#) or write to [fbattaglia@gptts.com](mailto:fbattaglia@gptts.com)

# Total Customer Focus <sup>TM</sup>

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Executive Program

Contents and Deliverables





# Leveraging Your Customer-Facing Teams

## 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

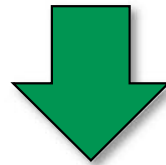
Reactive



**Proactive**



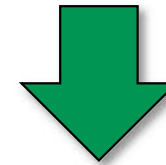
Technical issues



**Real Issues**



Yes to everything



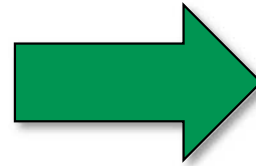
**Balanced Outcomes**



# What do Customer Focused Partners do?

They move from “Reactive” to “Proactive”

From Reactive



To Proactive



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



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

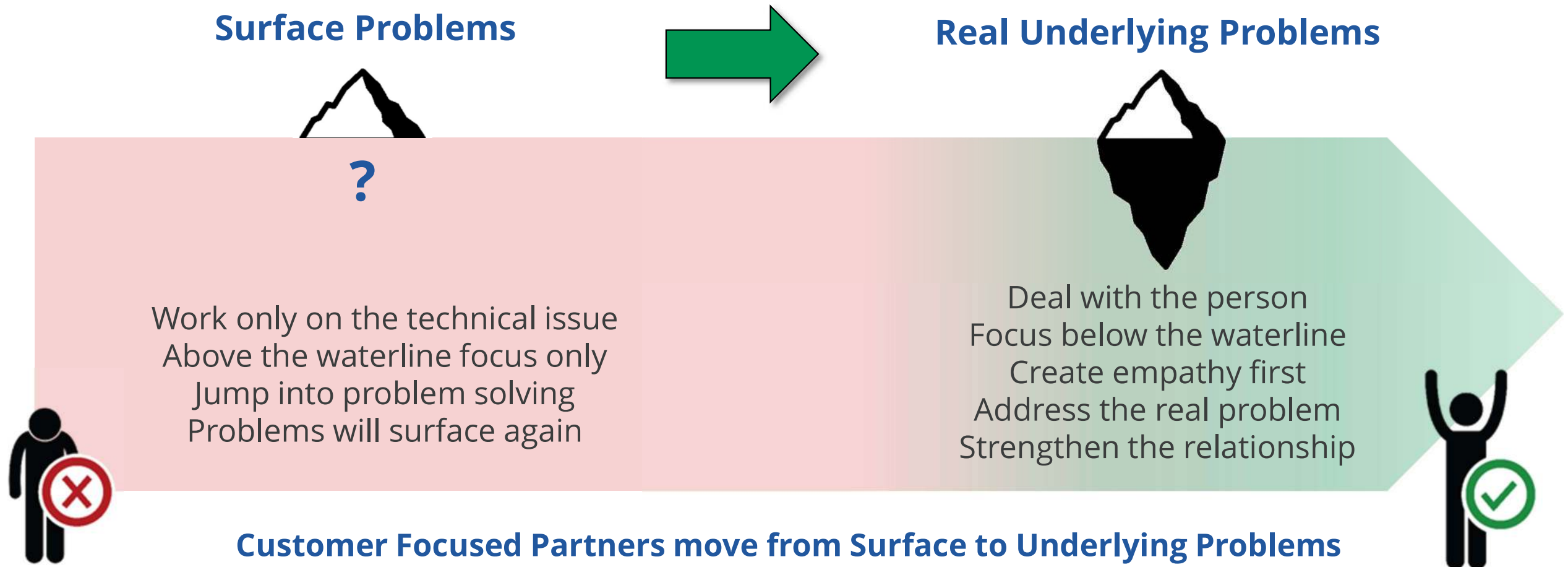


**Customer Focused Partners move from Reactive to Proactive**



# What do Customer Focused Partners do?

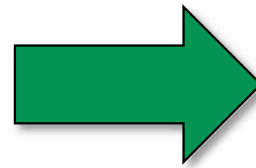
They move from “Surface Problems” to “Real Underlying Problems”



# What do Customer Focused Partners do?

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

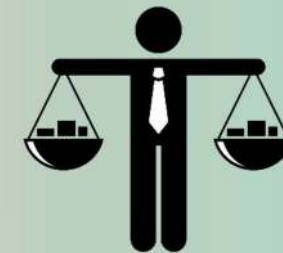
Everything for the customer



Balanced Outcomes



Accept unreasonable and/or impossible tasks  
Strained resources  
Customer dissatisfaction



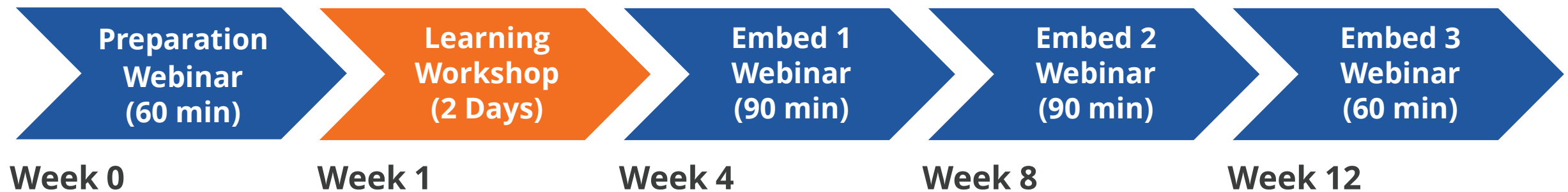
Agree with customer on what is sustainable  
Long lasting, rewarding relationship for both companies



**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

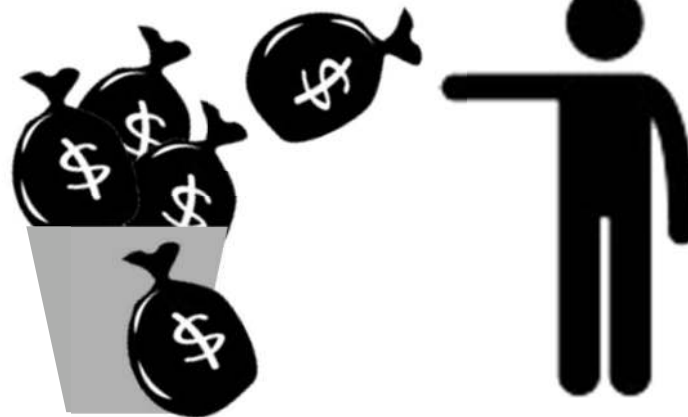
How do you know  
change is  
happening?

### 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

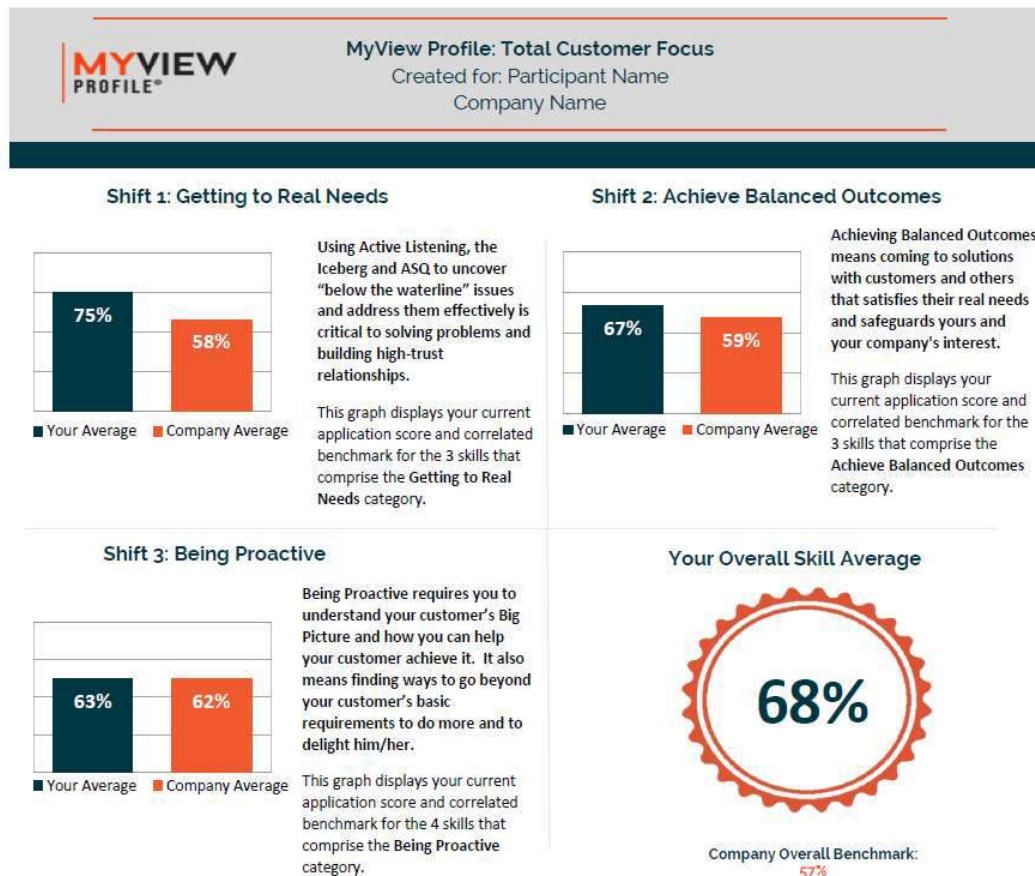
Measurement is integrated into the flow of the program and results are used during the follow-up coaching sessions, and summarized in three different reports (actual reports provided depends on the number of participants)



# 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.



## Sample list of Clients in Previous Programs



ADVENT®



INTERSYSTEMS



PTC®

ALSTOM



RUDOLPH  
TECHNOLOGIES

CRAY

TEL™ TOKYO ELECTRON

