



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



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



FOR

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

BY

The experts in
**Validated Behavior
Change**

WHERE / WHEN

MADRID

1 PREPARATION WEBINAR

2 DAYS FACE TO FACE
WORKSHOP
JUNE 5 & 6 2024

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!

Validated Behavior Change

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

- ADVANTEST
- Airbus
- Alcatel-Lucent
- ALSTOM
- Dassault Systems
- EMERSON
- Endress+Hauser
- Ericsson
- GE Healthcare
- Intersystems
- KUKA
- Lam Research
- NOKIA
- PTC
- Schneider Electric
- TEL
- Terex
- Welch Allyn

Register

Program Fees \$1,990 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 write to fbattaglia@gppts.com or ecody@gppts.com