Increasing Business Effectiveness...solving complex management problems with a group-based process

"All improvement efforts are waste if they do not have a positive impact in the books." -Alden B. Davis

Why do this?

Build competencies and willfulness in your people to set the conditions for customer satisfaction and continued business growth. Establish your customer interface protocol with people who are motivated to make it happen.

MyValueTree

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MYVALUETREE   PRESENTS

CUSTOMER RELATIONS FOR BUSINESS GROWTH
...A TWO-DAY LEARNING EVENT

This workshop is designed to build the customer interface skills that create positive customer experiences and ensure a steady stream of business.

Too often, people are consumed in day-to-day issues and forfeit the opportunity to cultivate the relationships necessary to run the business smoothly. Your people are ideally positioned to participate in setting positive conditions for business development.

People's capabilities are built as we work through four proven models:
- STAR POWER for building personal credibility;
- 7-C's of Business for understanding Order-to-Cash;
- Effective Interactions for listening skills;
- Image Management for building our brand.

Each model anchors a session of the workshop and structures the group's work product. An action-learning approach is used that includes experientials, assignments and theoretical with the objective of grooming people with customer savvy who are willful about getting involved. Topics covered include requirements of staff groups, the procurement world, the buyer's world, attitude, managing expectations and behavioral changes.

At the end of the workshop, participants will:
1. Build customer confidence with their attitude, appearance, abilities, associations and accountability;
2. Develop a Customer Interface Protocol;
3. Ensure x-functional understanding guides customer engagements;
4. Know basic communication skills and how to manage conflict;
5. Know how they impact the Order-to-Cash process.

The four, 4-hour modules can be presented in a two-day format or as four 1/2-day sessions.

Requirements
1. The workshop is attended by a cross-functional group
2. Session I opens with management's perspective on the situation and the importance of customer interfacing skills
3. The "voice of the customer" is understood and shared with the group.

Presentation materials will be posted on the web for easy participant access. Participants receive a copy of each model, the TKI Conflict Assessment, and the book The Principled Employee.