

Is your organization totally aligned around customer satisfaction and service?

Are all employees aware of their role in maintaining customer relationships?

Are you losing sales?

Who Should Attend?

All staff, professionals and senior executives with accountability for customer contact or marketing.

And Why ...

We will provide an experienced sales and marketing professional to address your sales process from top to bottom. We will discuss skills, behaviors, measurement, and culture. We will provide you with our proven program, and we will emphasize specific areas that you believe are deficient or will provide your firm with a competitive advantage.

What To Expect.

This process will typically require 2-3 days of onsite sessions and up to 1 day for confidential feedback. We commit to delivering your session within 30 calendar days of engagement.

Our Mission

STRATEGIC SOLUTIONS, PARTNERS is dedicated to providing the best consulting services at a fair price. We proudly develop close working relationships with our clients and strive to build lasting goodwill.

WHO ARE OUR CLIENTS?

Typical clients are firms providing professional services in practices such as architectural, accounting, consulting, financial, medical, legal, and technology.



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Customer Focus Workshop

for

**Professional
Services**



Strategic Solutions Partners, LLC

Customer Focus Workshop

▶ Customized Content

We will customize our content to your firm and relate our process steps to your organization and your sales and marketing environment.

▶ Real-World Experience

We bring the credibility of our experienced professionals with real-world business experience.

▶ Level-Setting

We will provide your staff with a common set of tools and a common language. We'll identify specific methodologies to provide immediate improvement in your sales process.

▶ Performance Management

We will provide you with a sure-fire performance management process complete with tools and metrics.

▶ Personal Growth

We will provide you with our proven methods for coaching your staff to achieve personal and professional growth.



Customer Focus Workshop

Topics Covered

Introduction

- ▶ Defining Customer Focus
- ▶ Conduct an internal assessment of your focus on customers
- ▶ Compare assessment vs. other industries and firms
- ▶ Determine areas that need improvement

Identifying the Customer

- ▶ Initial description of customer characteristics
- ▶ Discuss purchase decision-making in complex sales
- ▶ Introduce model of typical buyer roles and types of influence
- ▶ Develop understanding of roles and motivations
- ▶ Relate the model to your customers
- ▶ Introduce the Buying Influence Matrix
- ▶ Select a current customer and complete the matrix
- ▶ Preliminary definition of your customer

Classifying Customers

- ▶ Discuss Customer Value Assessment
- ▶ Discuss customer ranking systems
- ▶ Relate customer ranking to your customers
- ▶ Introduce the Customer Opportunity Map
- ▶ Relate the Customer Opportunity Map to your customers
- ▶ Refine customer definition

Customer Buying Behaviors

- ▶ Introduce the Customer Order Cycle Model
- ▶ Discuss each element of the Order Cycle and corresponding process
- ▶ Relate the Order Cycle Model to your customers
- ▶ Complete customer definition

Customer Information

- ▶ Introduce the Customer Profile concept
- ▶ Discuss examples of customer profiles
- ▶ Discuss personal information
- ▶ List the elements of a profile for your customers
- ▶ Introduce the Customer Research Model
- ▶ Discuss the elements of the Customer Research Model as they relate to your company
- ▶ Introduce the segmentation concept

Sales Representation

- ▶ Introduce the 5 Basic Questions Model
- ▶ Introduce the Sales Process
- ▶ Introduce Needs Satisfaction Selling
- ▶ Define customer needs types (TOP)
- ▶ Discuss techniques for uncovering needs
- ▶ Relate needs types to your customers
- ▶ Define Features, Advantages and Benefits
- ▶ Relate Features, Advantages and Benefits to your customers
- ▶ Discuss the Action Orientated Sales Process
- ▶ Define Action Orientation (Action Commitment & Buyer Action)
- ▶ Discuss handling objections
- ▶ Discuss closing the sale
- ▶ Establishing Rapport
- ▶ Introduce the Post-Call Analysis process

Product Information

- ▶ Introduce the "Products" concept
- ▶ Discuss tangible vs. intangible products vs. services
- ▶ Discuss the role of price in sales discussions

Customer Communications

- ▶ Discuss PIMS research results
- ▶ Introduce Marketing Mix Model
- ▶ Discuss communication methods, audiences, messages & media
- ▶ Relate model to your current marketing communications program

Performance Appraisal and Management

- ▶ Introduce the Performance Management Model
- ▶ Discuss Sales Performance Appraisal

Customer Satisfaction

- ▶ Introduce the Customer Satisfaction Model
- ▶ Discuss Voice of the Customer concept
- ▶ Introduce the Root Cause Analysis concept
- ▶ Discuss complaint handling

Personal Growth Profile

- ▶ Introduce and discuss Personal Growth Profile
- ▶ Review objectives
- ▶ Discuss "parking lot" items
- ▶ Complete individual profiles