



## The Connected and Committed Customer Program/Keynote

<b>Objective:</b>	To cause participants to self reflect on their current level of commitment and connection as customer service providers.
<b>Target:</b>	This program is relevant for sales professionals that are individual contributors, middle managers and senior executives. Program can be adjusted depending upon the audience's level of experience.
<b>Areas Addressed:</b>	<ul style="list-style-type: none"> <li>• Defining and finding connection with your customer.</li> <li>• Understanding how leadership is critical when dealing with customers.</li> <li>• Seven Essential Leadership Insights and how they apply to customer service.</li> <li>• Business is personal. Customer Service, like leadership, is up front and intimate...one person at a time.</li> <li>• Differentiating order taking vs. strategic selling.</li> <li>• Turning ugly customers into zealots for your business.</li> <li>• Why leading your customers brings sustainable results.</li> <li>• How great customer service helps establish a win/win/win</li> </ul>
<b>Applicable Learning</b>	<p>Participants will walk away with some learning about themselves and how to apply it.</p> <ul style="list-style-type: none"> <li>• How do I rate on the order taker vs. strategic seller continuum?</li> <li>• Am I committed to becoming a great customer leader?</li> <li>• I have some tangible behaviors that I can employ in my work situation to help me become more connected to my customer(s).</li> <li>• Understanding how my customer leadership is connected to my long term results and impact.</li> </ul>