



# Customer Centricity Masterclass

## All Market Leaders have a Customer Centric Approach

Our world continues to change at pace, and the advent of rapid technological developments provides information at the swipe of a finger. Our customers have two sources of power - their buying power and power driven by knowledge.

Customers expect to get what they want from us, and for us to deal with their problems - Quickly!

We must build and sustain competitive advantage - through a customer-centric approach to our business models

### ➤ Engagement Opportunities

The Customer Centric Masterclass will start that journey for you.

## Learning Outcomes

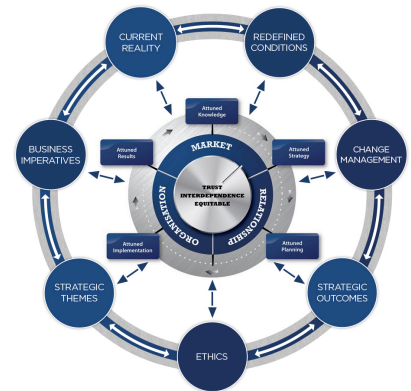
- Defining your customer-centric approach for your business and providing a simplified integrated business model for your aspirations
- Turn a model into reality with a step by step approach based upon a real life business case
- Share insights from a variety of market leaders to prepare you for the challenges of making it happen

## Audience Profile

- CEO's & MD's
- IT & CRM Managers & Directors
- Sales Managers & Directors
- Customer Experience Managers
- Distributor Managers
- Board Level Directors
- Talent Development

## Industries

- Pharmaceutical
- FMCG
- Industrials
- Automotive
- Financial Institutions



## Engagement Opportunities

Supporting companies will gain immediate and credible exposure to a wide network for business development and through multi media exposure as well as automatic enrolment of own documents.

### ➤ Gold Star

- Front Cover branding of brochure
- Co-branding for The Trust Ladder book
- Logo in Workbook
- 5 Delegate Passes
- £4,990 + VAT

### ➤ Silver Star

- Full Page in brochure
- Logo in Workbook
- 2 Delegate passes
- £2,990 + VAT

### ➤ Bronze Star

- Logo in workbook
- 1 Delegate pass
- £1,999 + VAT

*\*All packages include social media and online exposure.*

Market Leaders must have a customer - centric approach. The Customer Centricity Masterclass will start that journey for you.

For more information, please contact us:

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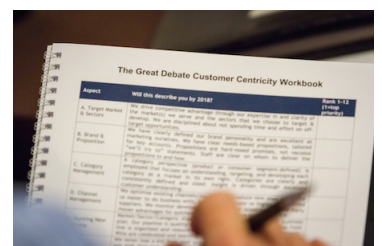
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Brochure and Co-branded Book



Full Page in workbook



Workbook

# Customer Attuned

## Building Better B2B Relationships