

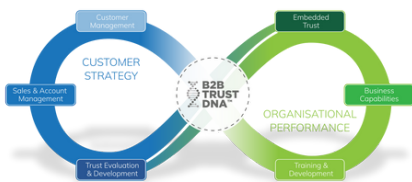
## 3 WAYS TO IMPROVE B2B RELATIONSHIPS

At Customer Attuned we are all about building better B2B relationships that drive mutual commercial value.

We believe that the best B2B companies are joined-up in culture, strategy, customer management and ways of working, with TRUST sitting at the heart.

We refer to this as being customer centric and in B2B we believe that long-term success is underpinned by trust-based relationships with customers, partners and colleagues. This is outplayed in both your Customer Strategy and how you deliver it (your Organisational Performance).

Your **Customer Strategy** and **Organisational Performance** do not work in isolation. When they work together systemically with trust as their foundation, they create a cycle of increasing and sustainable mutual value.



In this issue, we focus in on three of our services that will enhance the way you train your people, segment your customers and improve partner relationships.

Please click on the links in the text to discover more about these services.

For an exploratory discussion about how these tools can help your business, please click on the button.

**CONTACT US**

### CUSTOMER MANAGEMENT 1

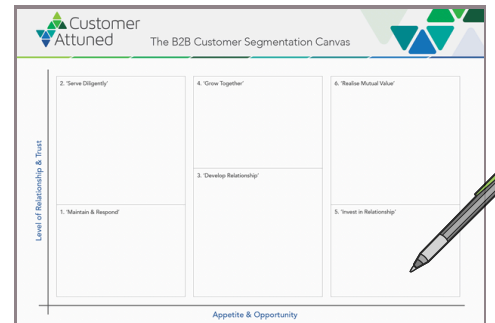
## CUSTOMER SEGMENTATION CANVAS

IDENTIFY YOUR BEST CUSTOMERS OF THE FUTURE

This new approach maps your customers putting trust and appetite for deeper relationship at the centre of your strategies, plans and activities. It is based on proven academic research and decades of experience delivering customer management programmes.

The Customer Segmentation Canvas is a model that you can use to segment your customers, not based on random data, but on their history and engagement with you, the appetite and opportunity for deeper relationship, and the level of trust that you have established. It is all about realising the untapped potential value in customer relationships.

[Learn more here](#)



### SALES & ACCOUNT MANAGEMENT TRAINING 2

## AMPLIFY CREATE VALUE THROUGH TRUST BASED RELATIONSHIPS

This staff development programme will elevate the capability of your Sales & Account Management team to identify and develop an increase in mutual value for your business and for your customers.

It is designed for Sales and Account Managers who work in businesses with ambitious growth and value targets – their goal is to deliver profitable growth over the long term, not just chasing short term sales targets.



AMPLIFY is a practical, immersive programme designed to explore the concept of Trust in the B2B environment, exploring and deploying a number of key tools and practices that can help Account Managers identify and unlock greater mutual value.

[Learn more here](#)

### TRUST EVALUATION & DEVELOPMENT 3

## PARTNER RELATIONSHIP SURVEY

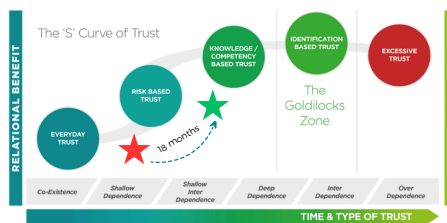
DEEP TWO-WAY UNDERSTANDING OF TRUST WITHIN PARTNERSHIPS

Some key B2B relationships are so important that they are referred to as “partner status”.

In these situations it is vital to understand the strength and depth of trust on both sides of the relationship. The partnership survey gives a wealth of insight into what’s working or not, and whether the relationship is improving or deteriorating.

It’s a straightforward exercise, conducted with selected staff to mirror roles at different levels.

The partnership’s position on the ‘S’ Curve of Trust (illustrated) will be pinpointed.



A full report of findings and recommendations will enable you to build on relational strengths, re-build trust where required, and realise untapped relational benefit.

[Learn more here](#)

## CUSTOMER ATTUNED CONTINUES TO GROW - PAUL CRANSTON BECOMES ASSOCIATE DIRECTOR

Paul is an accomplished marketing consultant and has been critical to the launches of two Software as a Service businesses that have been successfully sold. We asked him:

**Having worked in tech companies and start-ups for over two decades, what changes have you seen, and what two things would you recommend marketing managers consider in their current ways of working?**

*The changes have been incredible. I was fortunate enough to jump into marketing as web-based technologies were being developed, and this has been the major change. The use of software to do pretty much anything is incredible, and something I can take for granted.*

*This change influences my recommendations for marketing managers:*

**1. Keep strong values, principles and strategies and they can carry you through a constantly changing environment**

**2. Know your customer. Capturing the right data ensures that you get to know them, and can connect with them in a more meaningful way.**

