



BUSINESS IS ALWAYS PERSONAL

**IT'S THE MOST PERSONAL
THING IN THE
WORLD**

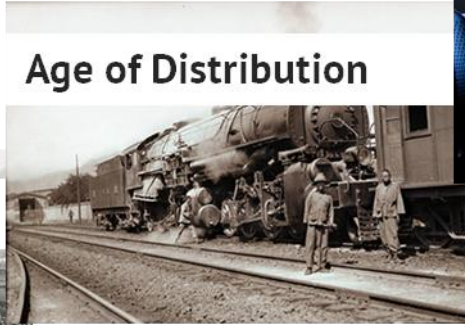
PeopleMetrics®



**IS YOUR SALES TEAM READY
TO COMPETE
IN THE AGE OF THE CUSTOMER?**



1900 - 1960



1960 - 1990



1990 - 2010



2010 - ?

**WE HAVE ENTERED
A NEW AGE**

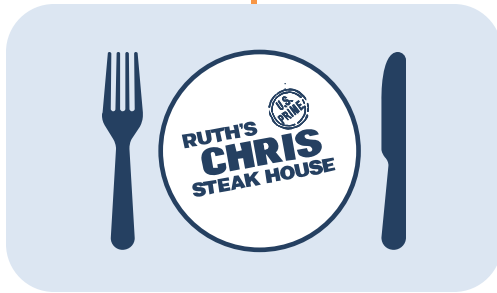
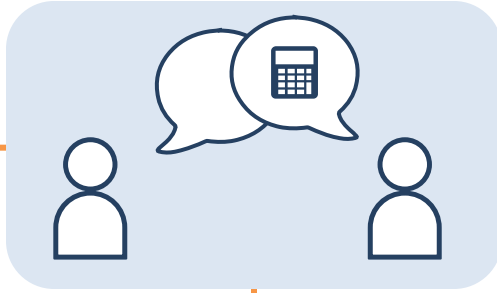


88%

of CEOs say getting closer to the customer is a top business priority



**CUSTOMER EXPERIENCE (Cx)
IS KING**

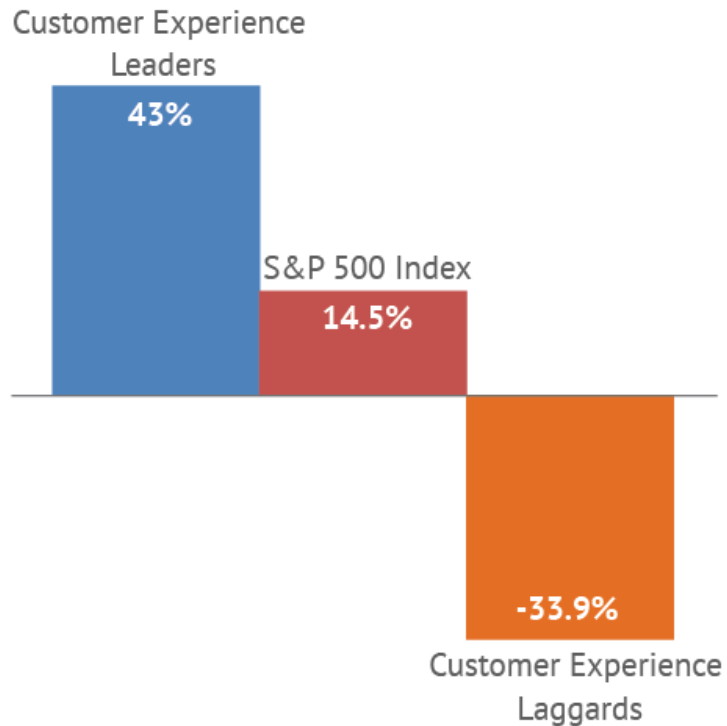


**CUSTOMER EXPERIENCE IS
NOT JUST FOR B2C**



Customer Experience Leaders Outperform the Market

6-year stock performance of Customer Experience Leaders vs. Laggards vs. S&P 500 (2007-2012).



CX LEADS TO BUSINESS RESULTS



Business-to-Consumer

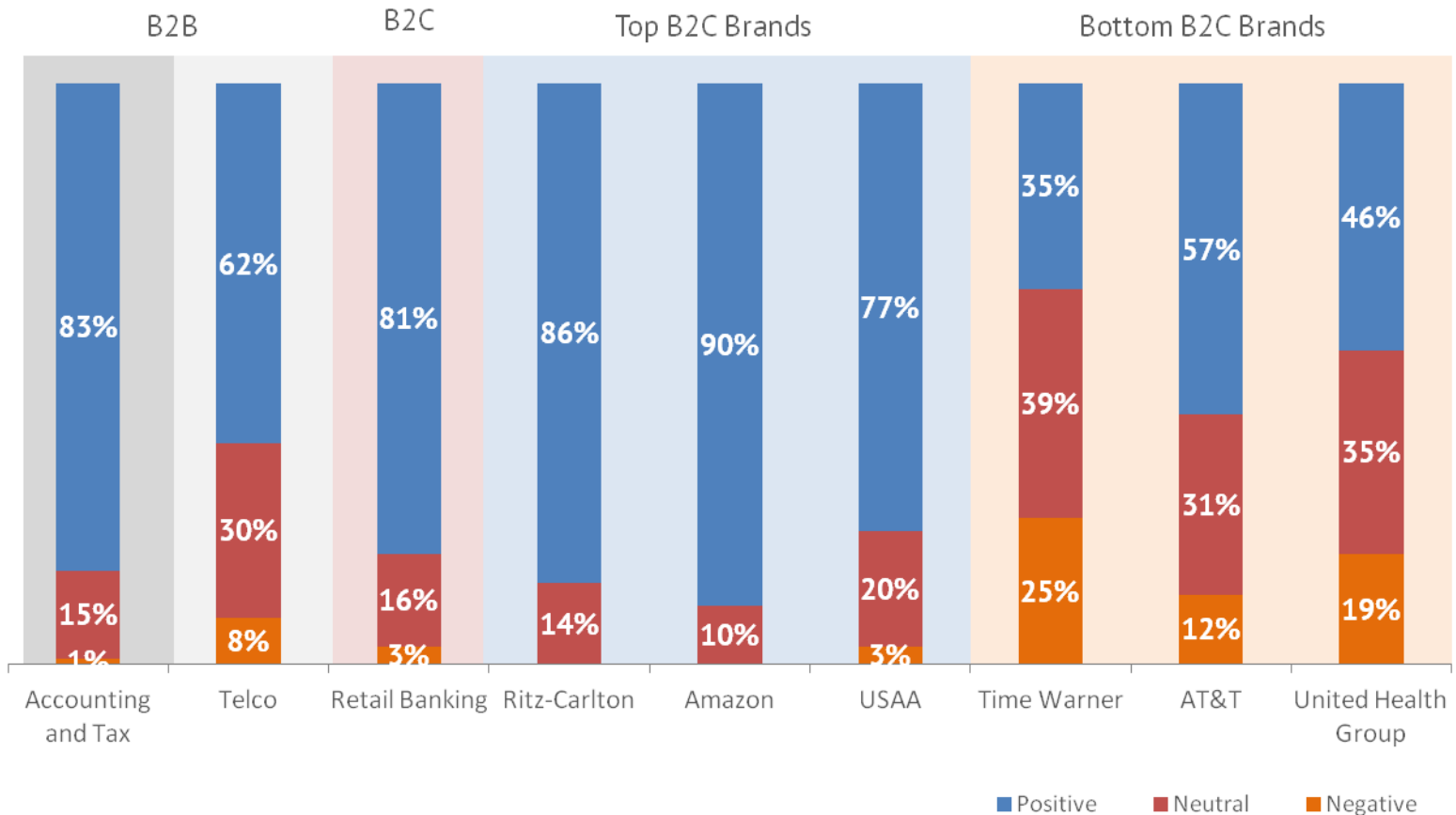
- Auto Parts and Service (Retail)
- Cable and Satellite TV
- Insurance (Auto & Home and Health Insurance)
- Internet TV
- Restaurants
- Wireless

Business-to-Business

- Accounting and Tax
- Telecommunications
- Office and Business Supply Services

IT'S ALL ABOUT THE LOVE

The Lasting Emotional Memory



**WE'RE TALKING ABOUT
ACCOUNTING!**



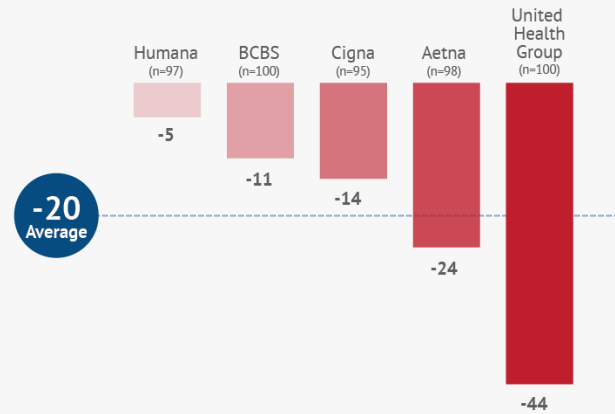
WE FOUND A LINK IN OUR RESEARCH

Health Insurance

Comparisons of Net Promoter Score and negative emotions by top health insurance providers.

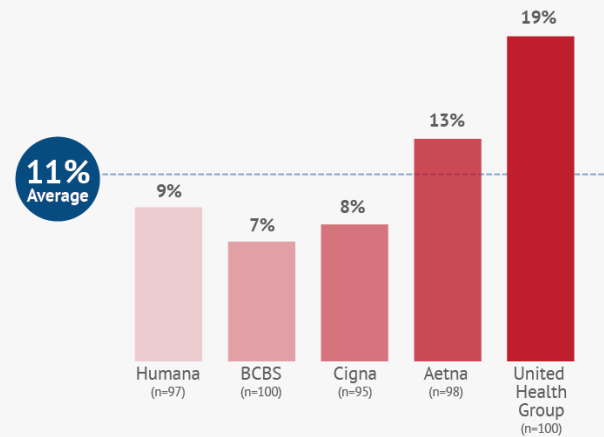
Net Promoter Score (NPS)

Comparisons of Net Promoter Score by top health insurance providers.



% with Negative Emotional Memory

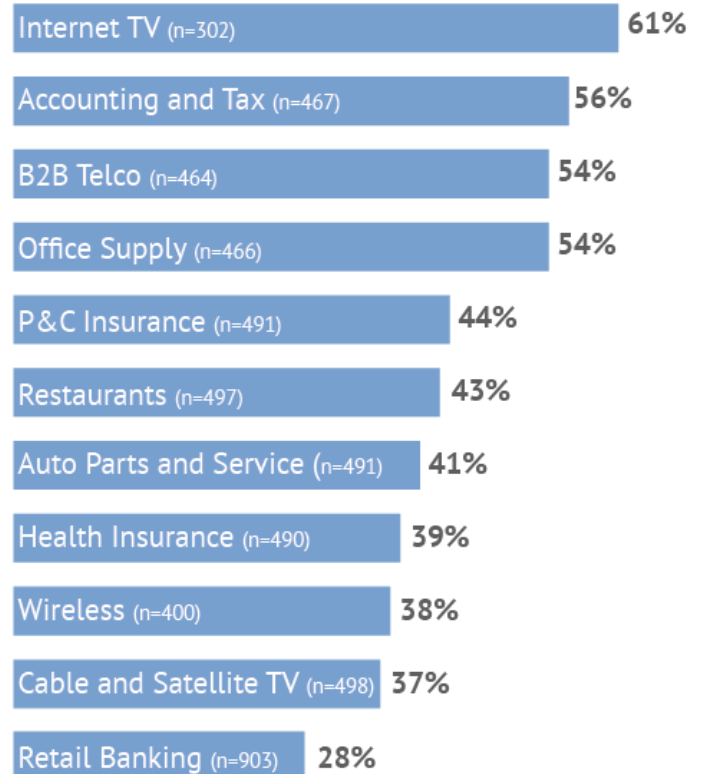
Comparisons of negative emotions by top health insurance providers.



OVERALL, CX CONTINUES TO GET BETTER

Customer Experience Improvements

Customers are reporting that the experience has improved over the past year.





**THE Cx BAR IS BEING RAISED
IN ALL INDUSTRIES**



THE RISE OF THE CHIEF CUSTOMER OFFICER

THERE IS A SHIFTING FOCUS ON
CULTURE & ENGAGEMENT

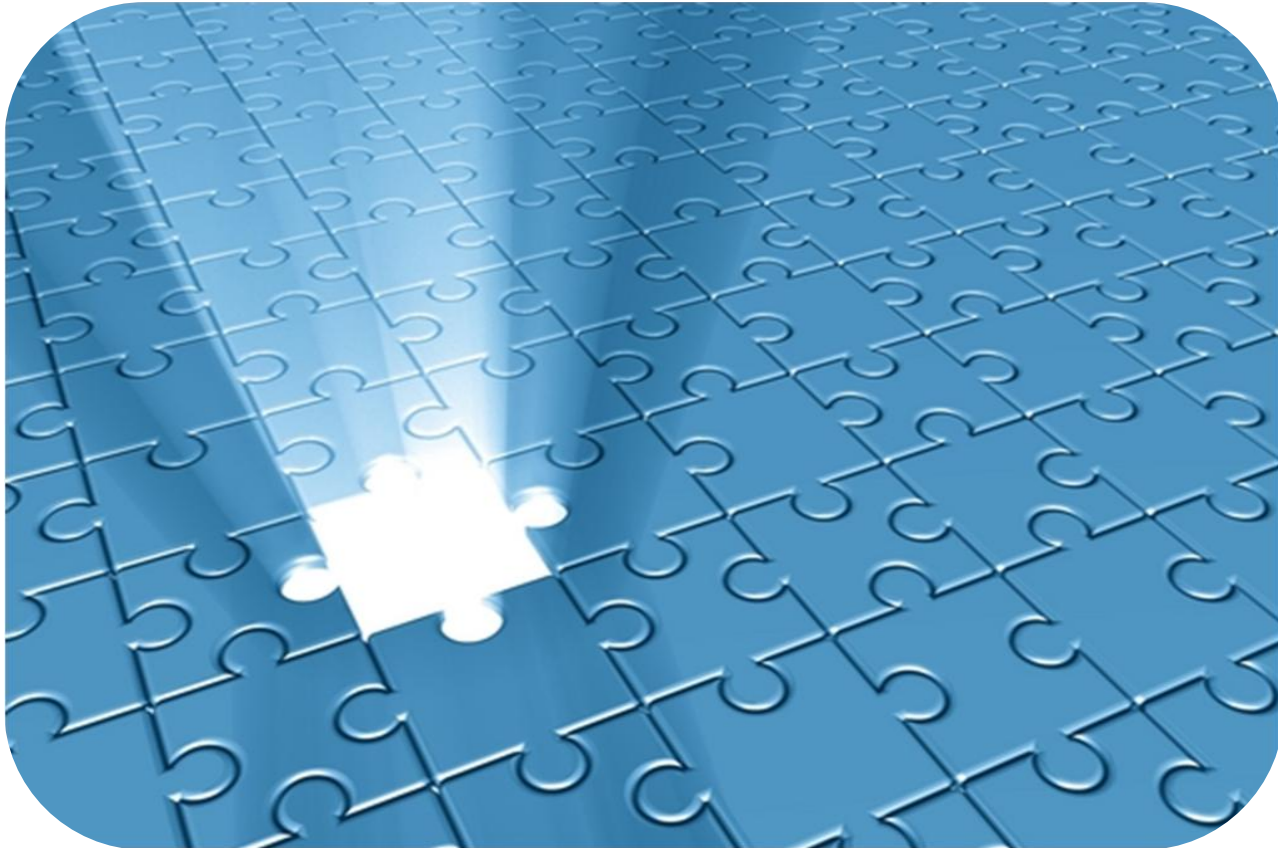


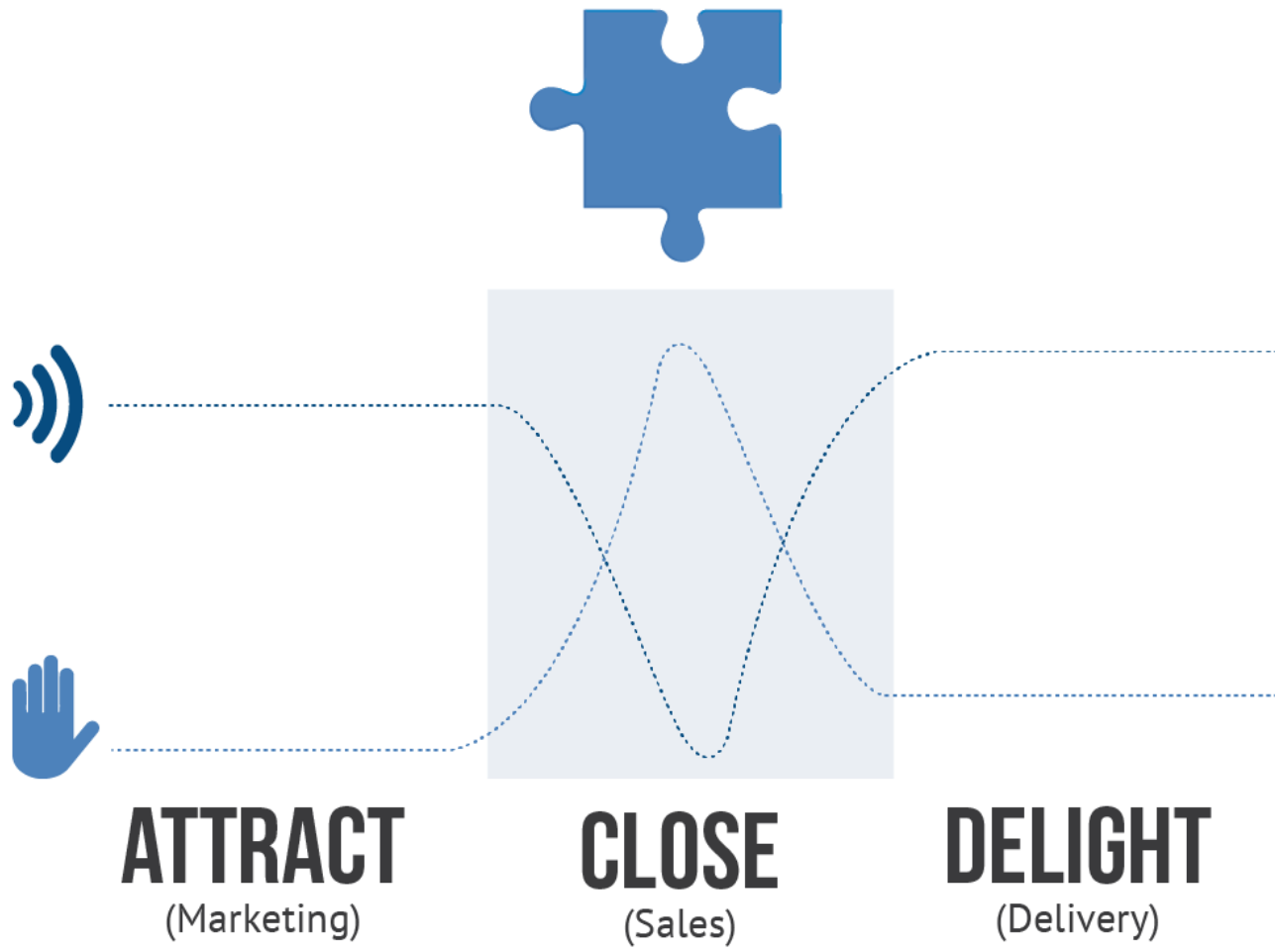
**AND AN INCREASED FOCUS ON
LISTENING TO CLIENTS**



**WHAT DOES THIS HAVE TO DO
WITH MY SALES FORCE?**

EVERYTHING





A person with dark hair, wearing a light blue button-down shirt and large black headphones, is shown in profile from the back, looking out over a vast ocean under a cloudy sky. The scene is bathed in a soft, blue-green light. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing white text.

ARE YOU LISTENING TO
YOUR PROSPECTS?



Nancy had **prepared thoroughly** for the meeting, demonstrated a sound **understanding** of our business and provided clear indication as to how Richardson could help us in our requirement to train our workforce in Consultative Selling.



Two things and they are both fundamental to good Richardson training - Janice comes to every encounter **well prepared** and she focuses on **MY needs first.**

“ Henri is exceptionally client-focused. He works hard to **understand our needs**. And he has a common-sense approach to making adjustments to our game plan, based on what we learn along the way. I appreciate Henri's summaries of actions that need to be taken. ”

WELLS
FARGO

“ Linda was thorough in her line of questioning to ensure she had a **great understanding** of the business objectives, current state and perceived challenges we were focused on resolving. She was sincere and engaged throughout the process and communicated with great passion a desire to help **meet our needs**. She was always on time with deliverables and her synopsis and recommendations were spot on. She earned my confidence and **trust** throughout the process with her knowledge, experience and recommended solutions.”



=

HIGHER CLOSE RATES

MORE REFERRALS



**TODAY IS THE DAY TO BUILD A
CONSISTENTLY GREAT
PROSPECT EXPERIENCE.**

QUESTIONS?

PeopleMetrics®

 **RICHARDSON**
Sales Training & Strategy ExecutionSM



PeopleMetrics®

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