

# Total Customer Focus



October 14-15, 2015  
Santa Clara, CA

## A Unique Opportunity for Technology Companies

In these highly competitive times, Technology companies have a unique opportunity to create a competitive advantage through their technical service capabilities. Often however, these companies and their customers define technical service narrowly, i.e. they consider service to be only the maintenance and service of their products.

A much greater opportunity exists however to establish Trusted Business Partner relationships with customers by creating a total customer focused organization and culture.

Global Partner's Total Customer Focus enables companies to establish these relationships

## Total Customer Focus Program

Is for managers and non-managers, working in Front-Line organizations in Technical Support and Customer Service, Sales and Account Management, who wish to acquire new skills and behaviors that enable them to change their relationships with customers and lead change in their own organizations.

As a result of participating in this program, participants will be able to:

- Determine their customer's 'Big Picture' and identify the business outcomes that are essential to their customer's success and that they can influence;
- Be proactive, anticipate and address customer's challenges, thereby building a relationship as a Trusted Business Partner;
- Get-to the non-technical relationship issues that may be hidden 'below the waterline' and that are often the real root cause of problems with customers;
- Achieve win-win outcomes that meet customer requests while protecting your own company's interests

In addition, participants will

- Improve communication skills which can be applied internally as well as with customers
- Develop their capability to provide Peer Coaching to colleagues and team members

## A Practical Blended Learning and Application Approach

Of all of a tech company's employees, Customer Service and Support people spend the most time interacting with customers, yet they rarely receive training to develop their customer interface and relationship-building skills.

**Total Customer Focus** enables technical customer service and support managers and non-managers to develop, apply and embed new customer skills and capabilities.

This is done systematically, by combining face to face workshops where participants learn the core concepts and tools of **Total Customer Focus** with follow-up support in the field provided by Global Partners consultants as well as by members of a Peer Collaboration Community.

## Action Learning Workshops - Application in the Field - Supporting Web Meetings

### Face to Face Workshops



- Concepts, Tools and Exercises based on real challenges and opportunities for technology companies

### Application in the Field



- Peer Collaboration Community to provide mutual support
- Support through LinkedIn community

### Web Meetings



- Follow-up Webinars reinforce and support learning and application of core concepts and tools
- Coaching by facilitators and peers to overcome implementation barriers

## Some of the Total Customer Focus Tools

### Easy to Apply Total Customer Focus Tools

The Total Customer Focus Toolbox contains easy to understand and apply, yet powerful tools that enable service people to gain deeper understanding of customers' non-technical issues and respond to them accordingly.

Other Tools help service people to develop their active listening skills, including improving their understanding of non-verbal communication.

All Tools used in the program are clearly demonstrated using examples relevant for tech businesses and practiced both in the face to face workshops and through web coaching sessions.



**Iceberg**

Reasonable / Not Possible	Reasonable / Possible
Not Reasonable / Not Possible	Not Reasonable / Possible

**Reasonable/Possible Matrix**

**T**ransparency  
**A**ccuracy  
**U**rgency  
**C**ontrol

**TAUC Guidelines**

The **Iceberg Model** enables service people to gain an understanding of the non-technical, 'below the waterline' issues that drive customer behavior

The **Reasonable / Possible Matrix** provides a framework for responding to any customer request in a Total Customer Focused way while creating realistic customer expectations

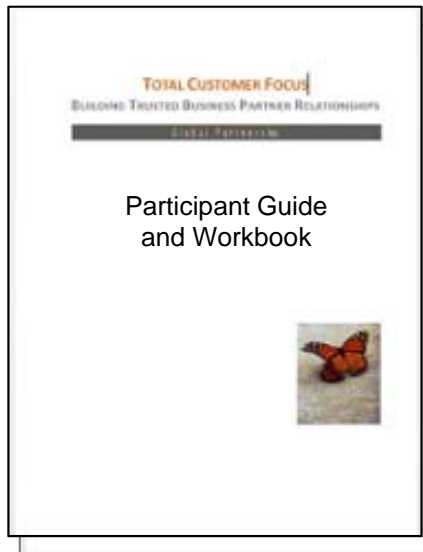
The **TAUC Guidelines** are a set of rules for communicating effectively and confidently with customers during an urgent customer situation. By using the TAUC guidelines, service people can respond effectively to urgent customer issues and quickly gain customer confidence and support

## 2-Day Workshop agenda

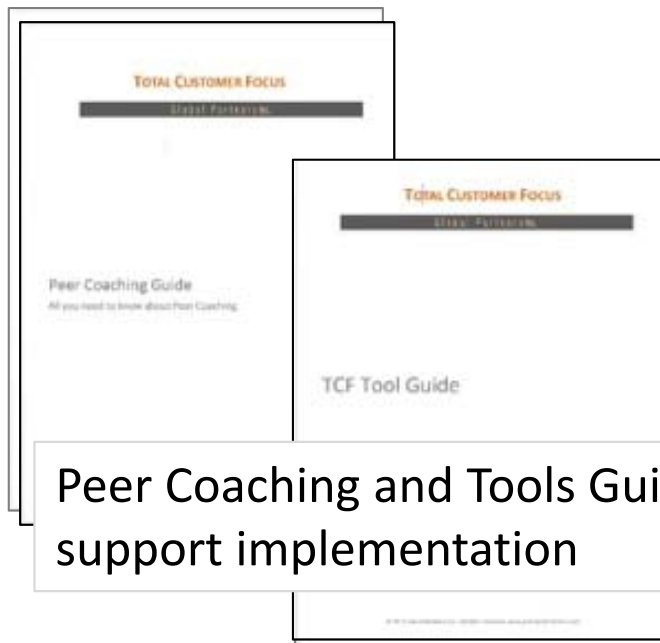
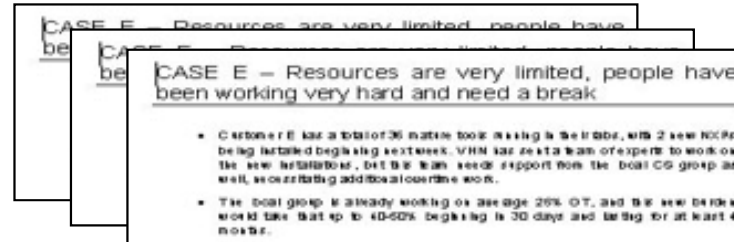
Module and Topic	Module and Topic
<p><b>Introduction:</b></p> <ul style="list-style-type: none"><li>• Changes in relationships between customers and suppliers – implications for tech companies</li><li>• 3 Strategic Shifts for Service Organizations</li><li>• Customer Satisfaction vs. Total Customer Focus?</li><li>• TCF Case Studies – Group discussions</li></ul>	<p><b>Shift 3: Achieve Balanced Outcomes:</b></p> <ul style="list-style-type: none"><li>• Reasonable / Possible Matrix – Creating conditions to achieve balanced outcomes</li><li>• SHAPE Technique – Gaining agreement collaboratively</li><li>• Reasonable Possible Role Plays</li><li>• TAUC technique for dealing with urgent customer situations</li></ul>
<p><b>Shift 1: Be Proactive:</b></p> <ul style="list-style-type: none"><li>• Understand and address the Customer’s Big Picture</li><li>• Pro-actively Discover opportunities to add value for the customer</li><li>• Apply the KANO Tool to impress and delight customers</li></ul>	<p><b>Embedding Total Customer Focus:</b></p> <ul style="list-style-type: none"><li>• Being Purposeful, maximizing your Energy and Focus</li><li>• Create your TCF Vision</li><li>• Define your Embedding Action Plan</li><li>• Peer Coaching, guidelines and application</li><li>• Clean sweep ‘sweeping away’ your tolerations</li><li>• Peer Collaboration Community</li><li>• Final Action Plan and Peer Coaching</li></ul> <p>Close Workshop</p>
<p><b>Shift 2: Get to Real Needs:</b></p> <ul style="list-style-type: none"><li>• The Iceberg Model – Getting below the waterline</li><li>• Active Listening with the ASQ Model</li><li>• Active Listening Role Plays/Case Studies</li></ul> <p>Close Day 1</p>	

# Program Materials

## Participant Workbook

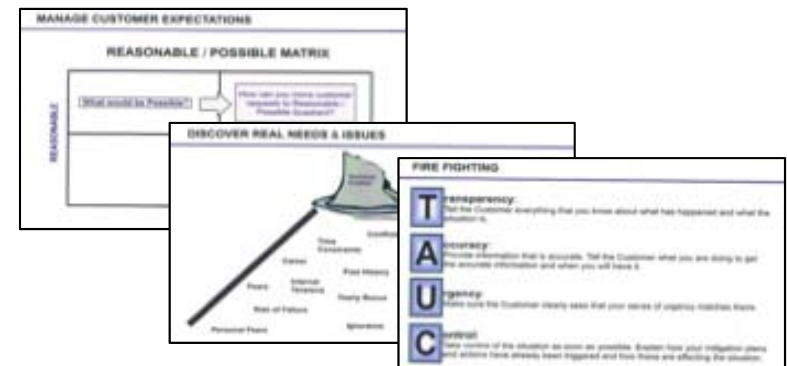


Industry Case Studies, examples that root concepts into reality



Peer Coaching and Tools Guides to support implementation

Simple Tools, Reminder Cards support application in work life



## Practical Program Information

- **Venue:**
  - To be defined



## Practical Program Information

- **Date and Timings:**
  - Wednesday, October 14th, 9AM – 5PM
  - Thursday, October 15th, 9AM – 5PM
- **Program Fees:**
  - \$1500 including:
    - 2-day face to face Workshop,
    - Preparation Web coaching prior the session,
    - Follow-up Web coaching after the session
    - All workshop materials
    - Lunch and breaks each day
  - Discounts available
- **To register:**
  - At [www.globalpartnersinc.com](http://www.globalpartnersinc.com) click on News & Events



# About

## Global Partners **Inc.**

*Inspiring Higher Performance*

# What we do

We help our customers develop strong trusted relationships with their customers in the areas that matter most.

We do this by embedding new behaviors for the long term.

# Sample list of customers



## GPI offices in

USA  
MASSACHUSETTS (HQ)  
NEW YORK  
FLORIDA  
FRANCE  
NETHERLANDS  
ITALY  
UNITED KINGDOM  
GERMANY  
BELGIUM  
PORTUGAL  
SINGAPORE  
KOREA  
CHINA



SHERWIN-WILLIAMS.