

Creating Superior Customer Value - 1 Day

Course Description: This one-day course focuses on how to create value for your customer base whether you have a product or service industry. This seminar focuses on the practical way of searching out the areas that affect customers the most in meeting and exceeding their expectations. Special focus is given in examining ways to be customer focused and detailing the process for shifting your organization to a more value orientation. Issues such as quality, price, customer service, and follow-up as well as customer bonding and retention are all included.

Course Objectives:

- Define customer value
- Define true value from the customer's point of view
- Compare customer value focus to traditional marketing
- Examine the total worth of a customer
- Select ways of overcoming barriers to marketing segments
- Identify a unique value proposition
- Create a targeted focus on values
- Analyze a value focused sales strategy
- Evaluate value strengths through marketing
- Examine how customer service reinforces value
- Formulate pricing strategies for different target markets
- Identify pricing methods
- Compare how buyers evaluate cost
- Analyze ways to differentiate yourself from the competition
- Develop a method for retaining customers long term
- Formulate a cycle for building relationships with customers
- Design an action plan for moving customer value to the forefront