

# Creating Superior Customer Value - 1 Day

**Course Description:** This one-day course will focus on how to create value for your customer base whether you are in the product or service industry. This seminar concentrates on the practical way of searching out the areas that affect customers the most in meeting and exceeding expectations. Special attention 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, follow-up, and customer bonding and retention are all included.

## **Course Objectives:**

### **Objective 1: 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

### **Objective 2: Appraise 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

### **Objective 3: 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