

The Architecture for Customer Engagement

The Conversation that attracts and keeps your awesome customer

The 2-Day Program Delivered by Mark Hocknell

Profit By Design: Applying the Architecture for Customer Engagement

The 2-Day In-house Workshop

"leverage from the power of customer spend dynamics and advocacy to ensure a profitable customer portfolio for your business."

Are you an Entrepreneur, start-up - already in business,
leading the sales or marketing function..?

Wanting to improve profitability. Trying to pick up your marketing and sales results.

YOU NEED TO HOLD THIS WORKSHOP IN YOUR BUSINESS - with your team.

Most leaders of start-ups and businesses put heaps of effort into developing their idea, building a team and/or attracting investors. If you are using the Business Model Canvas you would have already developed an understanding of your value propositions and the customer segments you are looking to attract. But when it comes time to launch, it's always: "*sell as hard as you can..!*".

We put effort and customer insight into the design of the product and service offering. We sweat over the design of the business model. **Profit by Design, ensures we put effort into how we attract and keep the awesome customers we want.** The customers that our value will resonate with the most, so they engage more and become advocates of what we do.

Businesses develop customer portfolios that, typically follow the 80/20 rule - **20-percent of customers contribute around 80-percent of the profit.** Which means 80-percent of the effort we put in to attracting and serving customers does not contribute to profit. It may contribute to revenue, but the goal has to be to have a profitable enterprise - so we can keep doing what we do - whether it is a large organisation, small-to-medium sized business or a not-for-profit.

The Architecture for Customer Engagement provides a design for attracting and keeping your awesome customers.

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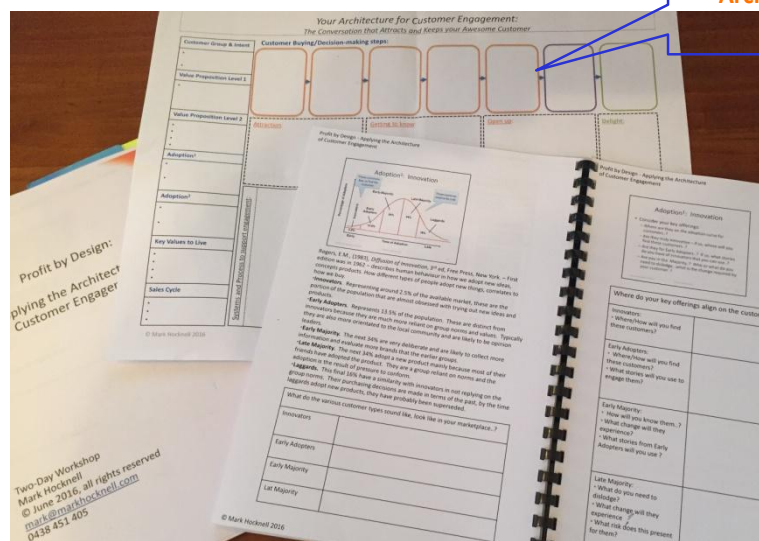
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What you will get from this workshop:

- ➔ How customer spend and promoter behaviour impacts profit
- ➔ A clear understanding of the common pitfalls entrepreneurs experience with sales
- ➔ How customer portfolios can be designed for maximum profit potential
- ➔ How to identify your awesome customer groups - that ones in the sweet spot of the Two-Way Value Exchange
- ➔ Develop your value propositions (Level 1 and Level 2) that will increase resonance and engagement with your awesome customers
- ➔ Practical application of the *Architecture for the Customer Engagement: the Conversation that Attracts and Keeps your Awesome Customer*
- ➔ How innovation adoption affects the success of your customer acquisition tactics
- ➔ How your customer makes decisions and buys
- ➔ How values and ethics impact how customers buy and promote
- ➔ The ideal methods to apply to your customer engagement activity (marketing and sales)
- ➔ Implementation of your Architecture for Customer Engagement.
- ➔ The 150+ page A4 Workbook.

Everyone walks away with the can-do - not just the know-how. All the content, tools and templates to bring meaningful customer engagement to life in your business.

The Blueprint – based on the Architecture for Customer Engagement



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Overview of the 2-days

Day One

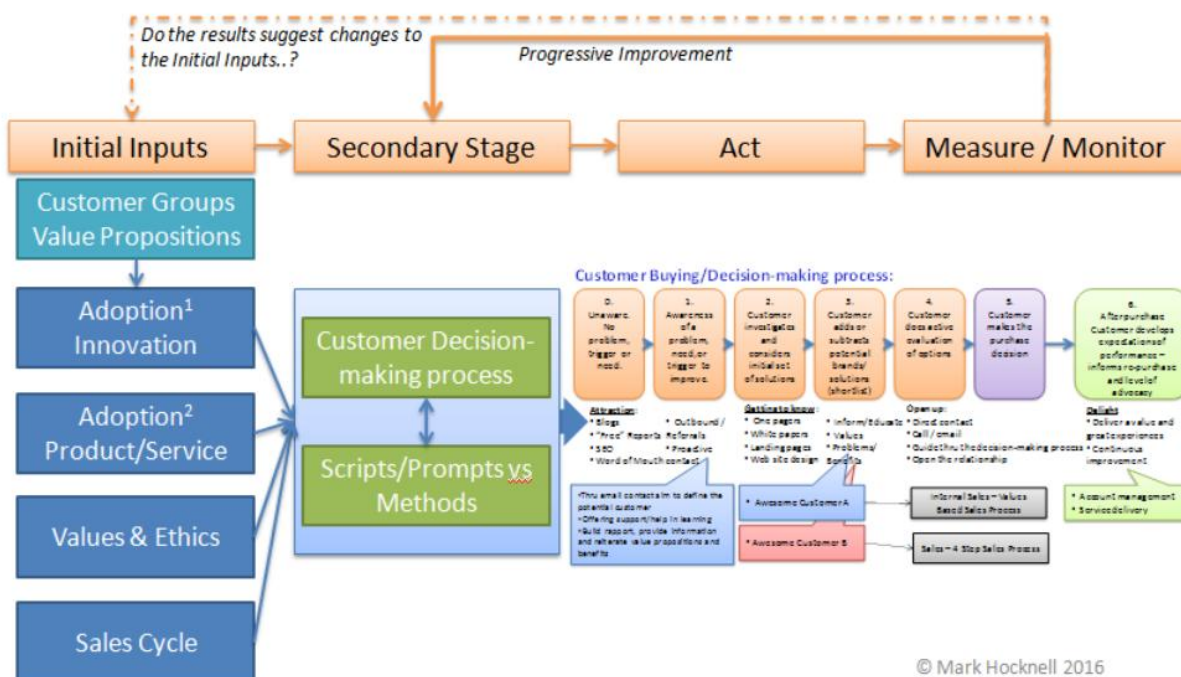
1. Profit by Design – key principles (Customer Portfolios, Spend, Advocacy, A.C.E.)
2. Business Alignment with Customer Intent – your Customer Groups, Two-way Value and Intent
3. Your Value Proposition - Level 1: Why you. Level 2, why your Product / Service the three levels and specificity
4. A.C.E. Initial Inputs Aoption¹, Adoption², Vales & Ethics, Sales Cycle

Day Two

- Building your A.C.E.
- 5. Customer Decision Making – B2B/B2C
- 6. Selling in our Age - intro to selling methods, techniques that build engagement
- 7. Finalising your A.C.E. – bringing all the components together into a congruent engagement approach
- 8. Implementation - it's all about execution

Architecture for Customer Engagement:

The Conversation that Attracts and Keeps your Awesome Customer



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About your facilitator

Mark Hocknell collaborates with leaders of organisations (of all sizes) to improve their results by focusing on the customer-side of the business.

He is a consultant, speaker, author and mentor specialising in customer centric business and performance measurement. For the last 11 years (as a consultant) Mark has developed customer strategies with more than 30 organisations (from small businesses to large GOC's) to improve the delivery of customer value, sales performance and profitability. Prior to this, Mark was with Suncorp for 14 years where he held senior customer management roles, during his last three years there he implemented the technology, tools and change to support the 'Allfinanz strategy' which placed Suncorp with the highest cross-selling rate of any Australian financial institution. From 2003 to 2011 he was a sessional academic (part-time) with Brisbane Graduate School of Business (QUT) where he developed and delivered two electives within the MBA program, Sales Management and Customer Relationship Management (CRM). In 2015 he was appointed as an Adjunct Lecturer to the Griffith University School of Business, where he has developed the Personal Selling and Sales Management course (2038MKT) for the Department of Marketing. Mark has a MBA, holds qualifications in change management, and certifications in Net Promoter Score and PuMP®(performance measurement).



Your investment: Pricing is based on the number of participants

You have key people involved in your customer engagement capability. When the team works together to learn, design and implement your Architecture for Customer Engagement, you build a team and a stronger performance culture that gives you more leverage. The return on your investment in this workshop will be seen in the speed and size of your improvement in performance being far greater than maintaining your current approach.

For reference, the full price of the 2-day public Profit by Design Workshop is: \$1500 per person

Delivery of your 2-day Profit by Design In-house Workshop for up to 6 people (minimum number): \$875 per person

Once you have 6 people - the price per additional person is only: \$350

All prices plus GST

It is your responsibility to host the workshop (provide the space, any catering and a projector)

...the content, templates and tools you will receive in this workshop you will use for the rest of your life. These techniques will enable you to achieve greater success in customer engagement and profitability, forever.

Find out more about booking your workshop

(email) mark@markhocknell.com

or for any enquiries call Mark on: 0438 451 405.