

Customer Intimacy Program



The program that puts the customer at the centre of your organisation

Features

Modular design increases flexibility

Peer-to-peer development

Stop selling, start serving

Time to change habits

3 months learning for 4 days

This programme helps you get inside customers heads to see how they think.

Peer-to-peer development

We bring your sales delivery people together so they develop Customer Intimacy. Instead of relying only on the wisdom of experts, it assumes that people often learn best from peers who share the same daily struggles. It replaces the one-way flow of information (the pour-and-snore approach) with deep and meaningful conversations that builds trust and connections and confidence.

Time to change habits

One day workshops nearly always disappoint because they do not allow sufficient time for participants to practice, learn from each other and change behaviours. Changing behaviours takes time.

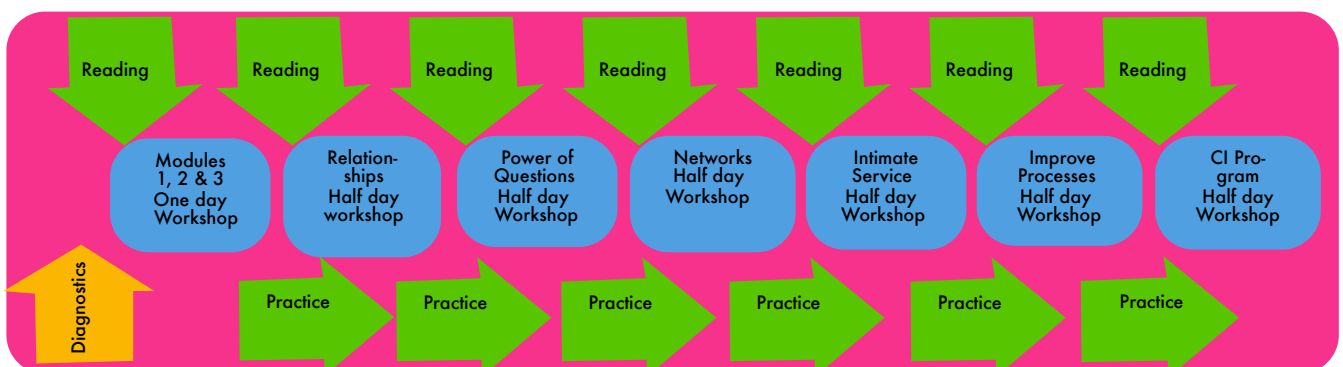
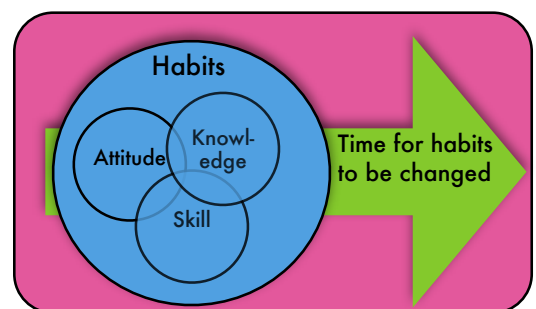
This program is deliberately spread over 3 months to allow change at a deep level.

Modular design

This program is modular in design. This increases flexibility and allows sufficient time for real change to take place.

Stop selling. Start serving

Everyone loves to buy. No one likes being sold. This program helps customers buy.



Understanding Ourselves

Herrmann's Thinking Preferences

The first step in customer service is to understand ourselves. There is no way others can feel comfortable about who you are unless you know who you are yourself.

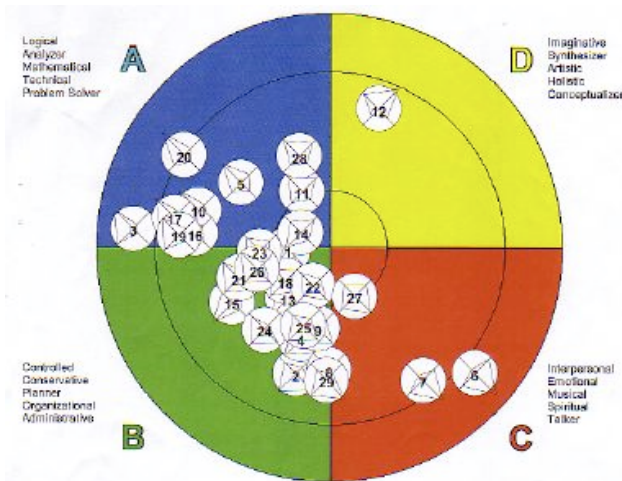
Content includes

Profile each person to get a profile map like the one opposite
Understand your strengths and play to them

Communicate more effectively and do better presentations.

Why this is important

Before you know others, you must know yourself.



Relationships only work when everyone is treated the way they like to be treated, not the way you want to be treated.



Confidence is not something some people are born with.
It is a set of behaviours that anyone can learn

Colour Your Customers

Herrmann shows that customers on this planet come in four colours. Roughly 25% of people are in each colour. Each colour needs to be handled in a totally different way.

Content includes

Learn the secret great sales and service people know

How to recognise the colour of your customer

How to match the colour of your service to the needs of their colour.

Why this is important

Great salespeople know that people are different from each other. If you treat everyone the same you will satisfy about a quarter of them and turnoff three-quarters.

Confidence, Influence & Personal Power

Most people don't understand that confidence, influence and personal power are learned behaviours accessible to all of us.

Content includes

How to develop a positive attitude

Four ways to enhance your success

Seven laws of personal power.

Why this is important

All customers have a need for confidence. They are attracted to it without even knowing why. When confidence is strong customers are attracted to it like a magnet.



For good collaboration everyone needs to understand that collaboration is a stronger force than competition

Relationships

Most people approach relationships for what they can get out of the relationship, actually relationships are formed by focusing on what you can add to the relationship. What you give will come back tenfold.

Content includes

- The golden rules of relationships
- Develop a more positive attitude
- How to develop cooperation and collaboration
- How to write irresistible Relationship Plans.

Why this is important

Today success depends on who knows you and who knows what you know.



People skilled at relationships know that questions, not answers are the key to their success.

The Power of Questions

Questions are one of the most powerful but least used tools in customer service today.

Content includes

- Discover your preferred questioning response
- Practice the use of asking powerful questions
- Ask the right questions and watch customers sell themselves.

Why this is important

The world's best sales people make very few statements, but they ask questions that help people sell themselves.

Most people are poor at asking powerful questions, but watch any professional and this is how they do it.

Networks

Your networks are vital to your success but until recently they have been hit and miss.

Content includes

- The golden rules of networking
- The laws of Small worlds and Weak ties, Metcalfe's law, the law of Connectors & the law of Proximity.
- Systematise your networks
- Your plan to stronger networks.

Why this is important

In the last 10 years a whole new science of networks has been developed. Most people do not know about this and therefore miss out on a powerful new way of working.





Customer Intimate systems deliver great customer service in the hands of ordinary people.

Customer Intimate Service

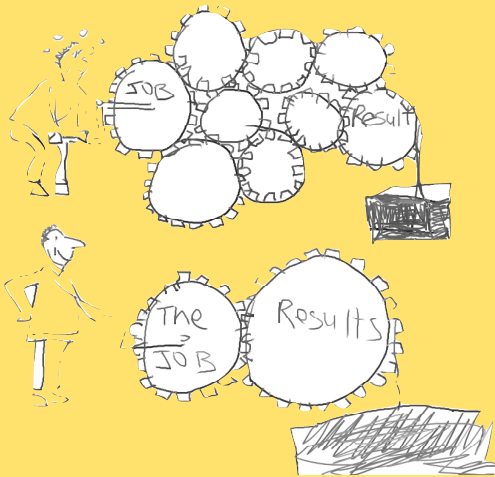
The aim is to create a continuous customer chain throughout the organisation so everyone is clear about how their contribution adds to the value that the external customer receives.

Content includes

- Three immutable laws of customer service
- Improving Moments of Truth
- Creating Raving Fans
- Stop selling, start serving

Why this is important

Intimate customer service increases sales, this puts cash in the bank so you can increase investments, training and earn even more cash.



Customer Intimacy gets BIG results by eliminating unnecessary delays, bottlenecks and bureaucracy.

Improving Processes & Eliminating Unnecessary Work

When people think of customer service, it's usually the warm fuzzy things that come to mind. Systematic approaches are 80% of customer service, an outstanding system that delivers great customer service in the hands of ordinary people.

Content includes

- Increasing organisational speed
- Process improvement
- International best practice
- The seven most useful improvement tools.

Why this is important

As little as 15% of activity adds value to your product or service.



Putting it all together for a positive future.

Our Customer Intimate Program

Execution. Execution. Execution

Content includes

- Your annual priorities
- Your 6 month commitments
- The team's commitment.

Why this is important

99% of people on development courses make absolutely no permanent changes as a result. This is the accountability part of the program that continues for 3 months after it ends. It will put you ahead of 99% of your peers.

Client Comments

Customer Intimacy Program



Canary enterprise is a fast growing specialist butter manufacturer in Hamilton. Bruce Holland was asked to design and facilitate a strategic planning process for them. Two of the strategies agreed were to become Customer Intimate and to empower their people.

Following this Bruce was asked to help them implement these strategies. As a result he designed and facilitated a Customer Intimacy Program that involved every staff member in 8 half-day workshops held every two weeks apart.

Murray Seamark, the Manufacturing Director and one of three owners of the business, reported the following benefits:

- From a Director's perspective I can really see a way now to get closer to the customers, and get our team closer to the customer.
- We now have a major competitive advantage because of our uniqueness and we can capitalise on it.
- To start with we had several separate groups: the office group, the various shifts were different groups, Directors were on the outside and other groups. Canary has come together as a whole team.
- They (staff) no longer leave their hearts and minds at the door. They will now do stuff for you that you would not believe. People feel valued and that they can make a difference. So they do make a difference.

- We have tapped into the strength of like-minded people, producing high quality product that is designed specifically for a customer in a customer intimate way.
- We now have people doing things in their own time that simply would not happen with a bunch of grumpy guys.
- Overall the benefits we have already seen; we have already recovered our value, because, now when the pressure comes on the guys will rise to the challenge, where prior to this they would have said: 'What's in it for me?'

Evaluations

What comment would you make to some one else who was considering using Bruce Holland, Virtual Group for something similar? Include any praise, issues or suggestions. Ratings are from 1 (poor) to 5 (one of the best I've been to).

- Workshop was structured in a way that took all participants through a process that delivered the end result that we were looking for. **Bruce is an excellent facilitator with great experience** in leading a team to develop their own conclusions. Overall score: Five out of five. Derek Bartosh, Director, Canary Enterprises.
- Pre-work excellent. Well run, right amount of intervention and guidance to ensure desired end is met. **Very useful means of defining objectives and achieving consensus within a team.** An inclusive process. Overall score: Four out of five. Ross McCullum, Consultant, Canary Enterprises.

- Insightful, thought-provoking and satisfying. Enjoyed the pre-reading. Liked the way things kept moving along. Comments to someone else: **Don't wait. Be ready to get out of the box and answer/ ask hard questions.** Overall score: Five out of five. Kylea Heaton, General Manager Operations, Canary Enterprises.
- Overall impressions, very good. The pre-reading was **thought out and provoking and intriguing.** The process of the workshop built to a nice conclusion. **Very favourable results** indeed. Good on you. It was a really enjoyable and thought provoking. Comments to someone else: It will be hard work. It will challenge you, but will also be rewarding and directional. You will have a plan. Overall score: Five out of five. James Gray , Director, Canary Enterprises.
- The process was insightful and reminded me of exciting times at a previous job. this **bought direction, confidence and belief to our ability to succeed.** Go with an open mind and be prepared to be challenged. This process has bought direction to our company. It has identified our strengths as a team. Overall score: Five out of five. Murray Seamark, Manufacturing Director, Canary Enterprises.

For more details and a 30 minute audio interview with Murray Seamark, see:

virtual.co.nz/index.php/Products/CaseStudy-CanaryButter

Client Comments

Customer Intimacy Program



What a great time we had! I got a lot from seeing our

people enjoy themselves, be more of themselves and open up to new thinking. The tools and concepts around being better at giving great service have been very valuable and helped us all get a common understanding of how each customer is an individual and so are we. Many of our people were new to training and development and **Bruce's style was key to succeeding in getting people to relax and bring their best.**

As an organisation we needed to begin somewhere and this was perfect for us. Not too heavy, but not a walk in the park either, with most people reflecting on one thing or another for weeks afterwards....

We **achieved the objectives** I set in a positive and engaging way. Overall this was 5 out of 5, one of the best development programs I've been to.

Lisa Ellingham, General Manager, Lewis's Home Fabrics.

I thought the material was well researched. Documentation and workshops professionally prepared. Half-day workshops were a good amount of time, keeping information to the point. Thought

Virtual Group provided **inspirational training** to a broad range employees with different jobs and different skills, but it worked well for all of us.

Nardine Parker, Sales Consultant, Lewis's Home Fabrics.

My overall impression was that the project was **very good and thought provoking.**

A great strength is the relaxed manner in which it was facilitated, which placed everyone at ease...

Terry Donald, Managing Director, Home Fabrics.

It was a **very worthwhile project**, I think enjoyed by all who participated. It was an opportunity to work more as a team and take people out of their comfort zones. The readings and pre-work were all worthwhile and gave you an insight to the upcoming workshops.

I would **highly recommend** Virtual Group, it certainly **opened my mind** and thought processes. I thoroughly enjoyed the experience. Overall this was 5 out of 5, one of the best I've been to.

Sonia Galyer, Office Manager, Lewis's Home Fabrics.

Great, very **thought provoking!** Thoroughly enjoyed, found the exercises and workshops very good and very useful to our team. Thought provoking. Many discussions coming to team meetings from all areas. Well worth the time and effort. **Very beneficial to anyone who attends.**

Overall this development programs was 5 out of 5, one of the best development programs I've been to.

Phyllis Gulliver, Branch Manager, Lewis's Home Fabrics, Lower Hutt.

I found it thought provoking and interesting. It was **well presented** and great to work in teams. The concepts were easy to understand and follow.

It is a **worthwhile investment.** It not only teaches one how to apply oneself in the workplace, but also allows one to find out more about oneself. Overall this development program was 5 out of 5, one of the best I've been to.

Janine Hickley, Sales Consultant, Lewis's Home Fabrics.

On a personal perspective I found the course beneficial even though in my job I have minimal contact with external customers.

The course was enjoyable and the instruction **easy to understand.** Attend the course with an open mind.

Catherine Hingston, Production Manager, Lewis's Home Fabrics.

Very professional. Bruce was easy to understand and his practical workshops enjoyable. **Colouring your customers does work and this information will prove very helpful in my dealings with customers.** Great to share with the group.

Bruce was enjoyable to listen to and his choice of music was excellent. More Bob Dylan! A great learning tool for any customer focused company. Overall this development program was 5 out of 5, one of the best I've been to.

Alan Davodine, Senior Measurer and Installer, Lewis's Home Fabrics.