![MARK HOCKNELL logo]

Profit by Design
Apply the Architecture for Customer Engagement

Focus

Today, we know that buyers have changed. There is unprecedented levels of sales resistance, and information available to customers. Also, we now know that customers seek (and spend) based on feelings, and experiences. Yet most businesses are still using design elements from the last century and wondering why they are struggling, with profitability and customer advocacy.

Outcome

Delegates will understand the six key principles that drive business profitability. Then learn about the key inputs needed to leverage a design framework for customer engagement. The goal here is to design how to align the activity of the business with not only how customer buys but also what will make them profitable and promoters of what you do.

The six principles that drive value for the business and the customer.
Using a framework for targeted customer engagement.

As a keynote presentation:
45-60 minutes

As a workshop:
2 to 4 hours (or 2 days)

Great for:
CEOs, Senior Executives, Business, Sales and Marketing Leaders Entrepreneurs

About Your Speaker

Mark's experience spans 25 years across corporate management roles, consulting and academia. Early on Mark developed and deployed the customer strategies for Suncorp which realised the highest cross-selling rate of any financial services group in Australia. He was then asked by the Graduate School of Business at QUT to develop two courses Sales Management and Customer Relationship Management. Mark delivered these courses at QUT for eight years (in the evenings), whilst consulting during the day.

He has worked with more than 40 organisations to leverage the customer centric approach to business and improve sales performance, profitability and customer advocacy. His pragmatic experience is backed up with an MBA, change management qualifications, certified in Net Promoter Score and is the PuMP® Partner (performance measurement) for Australasia.

Any questions, or to book Mark, make contact: