

## CLIENTING: DO YOU DESERVE YOUR CLIENTS? EARNING YOUR CUSTOMERS' HEARTS AND MINDS

### BECOMING A LOVE BRAND AND UNLOCK CLIENT'S LOYAL BEHAVIOURS

Markets and customer management has never been so risky and so strategic at the same time. To conquer the market, commercial & marketing professionals are becoming protagonists of strategic execution. The task is no longer just sell products or services but activating the whole organization in connecting the customers and the brand. Companies need to spend more time in refining and communicating the “who we are” and “why we do what we do”.

Technology transforms businesses and supports the objectives of creating brands that are attractive, manage customer experience through multiple channels and encourage loyal behaviors. The challenge is always the same but with new resources. Companies have a responsibility to deliver on their brand promise, customer experience and values that sustain their culture in a coherent and virtuous whole.



## MAIN BENEFITS

Knowing the keys of management to win the heart and minds of customers in a context of social networks, omni-channeling and tools for analysis of massive amounts of data.

Working on redesigning the customer experience through the different channels explicitly using empathic observation of emotional reactions.

Knowing the possibilities to configure and personalize the customer experience and cultural values of the company with brand attributes.

Lay the foundations for participants to deploy a culture of customer service and internal and external collaboration that will improve the value proposition and perceived customer value.

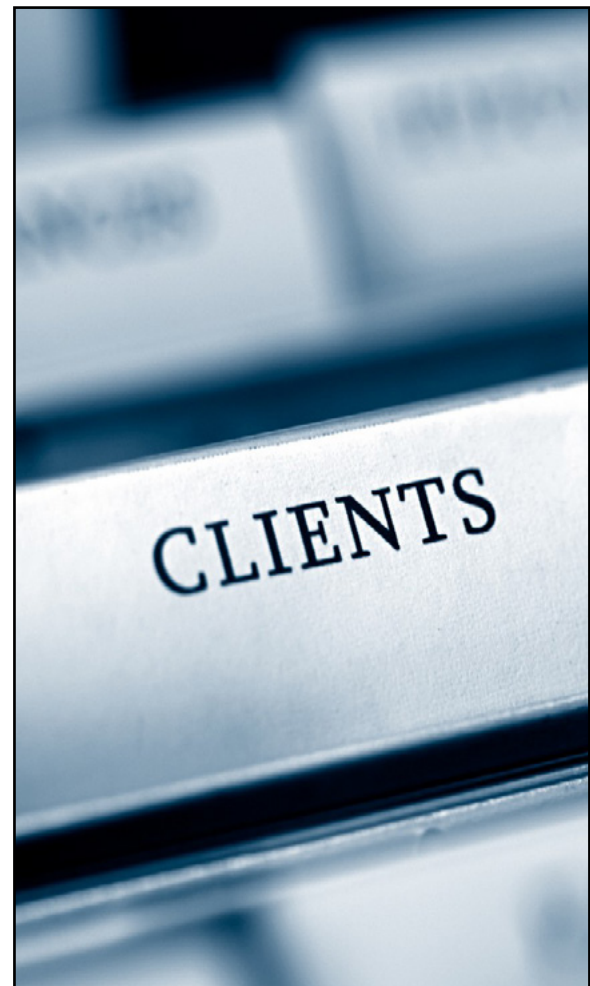


## WHO SHOULD ATTEND THIS PROGRAM?

Presidents, CEOs, general managers, vice-presidents and directors.

Board of directors and executive committee's members. Financial executives, marketing, human resources, trading partners, sales, business development, client management and strategy executives.

Consultants, University professors, Coaches.



## CONTENT AND AGENDA

### SESSION 1: WINNING THE HEART AND MINDS OF CLIENTS: FROM BEST PRICE TO DIFFERENTIATION AND VALUE FOCUS.

Positioning management. The “killing attributes”. Brand preferences: theming the customer experience and consistency with the cultural values of the organization. Customer orientation and client centrality as a management. Making centrality possible and desirable. Collaborative cultures. The motivation that encourages creativity and innovation.

### SESSION 2: YOU CAN'T BE GOOD AT EVERYTHING YOU DO. TRADE-OFFS IN SERVICE OFFERING DESIGN.

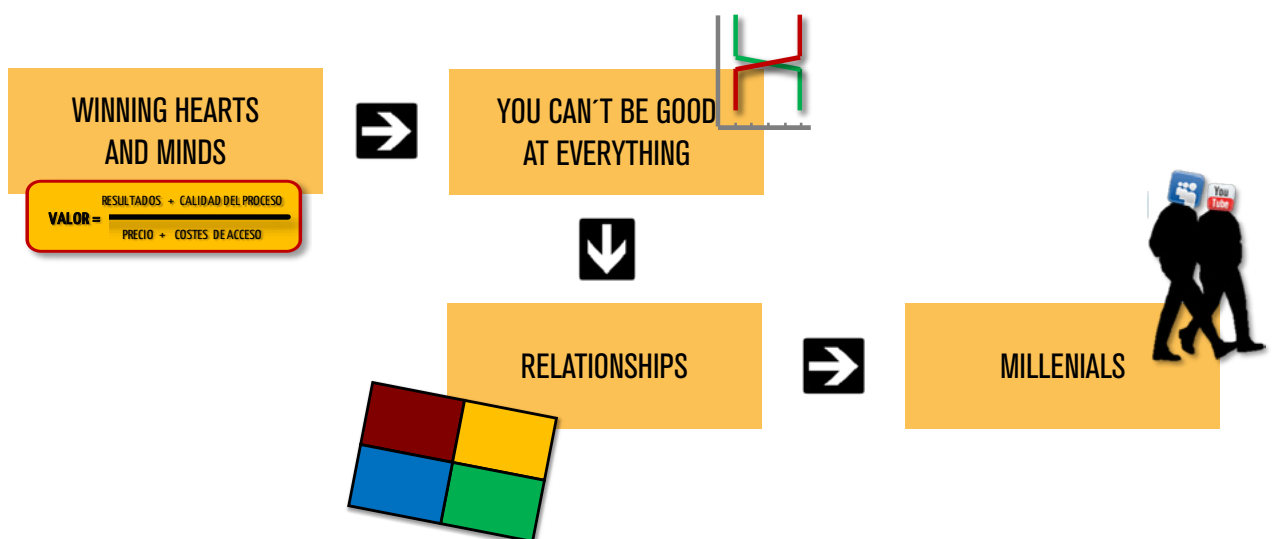
Differential attributes maps. Someone has to pay for excellence. The ways that you can finance being very good at something. Make price pleasant. Failures are not attributable to employees; the source of errors. Customers must be managed explicitly. Getting the client to collaborate. The self-service alternatives. Redesigning the customer experience and the moments of truth. Rational and emotional components.

### SESSION 3: FROM TRANSACTIONS TO RELATIONSHIPS

The elements that make up the commercial talent and how to make them grow. Educating the customer: the keys to selling added value. From transactions to relationships. The keys of complex and solutions sales. Building credibility and respect generate more sales. Business executives personal brand. The liquidity of commercial professionals: technical knowledge and attitudes. The four quadrants of commercial talent and its impact on the sale depending on the customer profile.

### SESSION 4: SELLING EFFECTIVELY TO MILLENNIALS

Think, feel and decide on sale: winning the hearts and minds of new generations. The 10 keys to connect with the thinking of people “born” in social networks. The sequence of priorities that will give us an attractive sales approach for the millennial generation.





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ENTREPRENEUR · GLOBAL EXECUTIVE · MANAGEMENT ADVISOR AND CONSULTANT · SPEAKER · AUTHOR · EXECUTIVE COACH

### Our purpose :

- Educate in business
- Inspire to action
- Connect with Greatness



### Ex Experience

Huete&Co  
PARTNER

IESE Business School  
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Notre Dame University  
ADJUNT FACULTY

Entrepreneur School  
EDEM  
ADJUNT FACULTY

CEU-UCH University  
HONORARY PROFESSOR

Basque Culinary Center  
ADJUNT FACULTY

UTi Worldwide Inc.  
GLOBAL PRESIDENT, INTEGRATED SOLUTIONS  
EMENA REGION PRESIDENT  
GLOBAL SENIOR VP, PLANNING & EXECUTION  
EMENA REGION PRESIDENT, CLIENT SOLUTION  
EMENA REGIO PRESIDENT, COMERCIAL  
& MARKETING

SLI, S.A.  
FOUNDER & CEO

### E Education

CEU-UCH University  
PhD IN STRATEGY

Rey Juan Carlos Univ.  
MASTER IN MARKETING

IESE Business School  
EXECUTIVE MBA

CEU-San Pablo Univ.  
DEGREE IN BUSINESS ADMINISTRATION

### Sk Skills



### S Services

#### Conferences



#### Seminars



#### Advisory Services



### I Interest

CLIENTS MILLENIALS TRANSFORMATION STRATEGY BRANDING MARKETING PURPOSE DISRUPTION  
 INNOVATION VALUE CONSULTOR EXECUTION PEOPLE PROCESSES CULTURE MANAGEMENT  
 MOTIVATION PERSONAL DEVELOPMENT ENTREPRENEURSHIP PLANIFICATION LEADERSHIP

