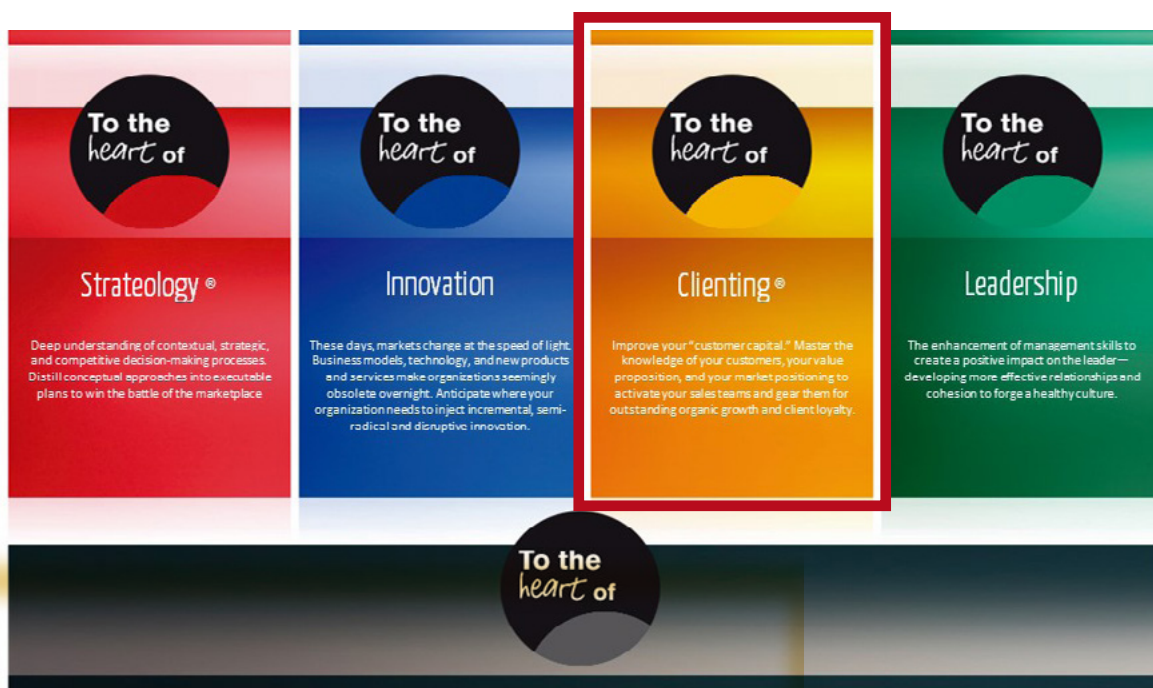


TO THE HEART OF VALUE

CLIENT CENTRICITY AND VALUE SELLING STRATEGIES

Becoming customer centric is not a binary choice. Your strategy and positioning determines your value proposition. This program will help you understand the differences between a customer centric and a product centric cultures, with the primary aim of selling and retaining multinational and global clients in a more successful way and lead culturally diverse and service focused teams more effectively. Participants will gain a deep appreciation for the inter-organizational and interpersonal communication, and deep knowledge about tools to work on commerce and business in multicultural, global and transcultural environments.

Unity leads to coordination and organizational compliance. Diversity is the genesis of innovation and growth. To thrive in today's global business world, organizations need to integrate both and build bridges across diversity. To direct and guide customers is necessary to adopt international perspectives, tools and systems that reduce complexity and facilitate the delivery of quantified value and differentiation across divisions, geographies and functions. Leaders and managers need to develop specific skills and strategies to successfully navigate in this context.





Carlos Escario

Huete&CO
Santa Engracia, 4, 2ºD 28010 Madrid
T. +34 620 059 601

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
ADJUNT FACULTY

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

