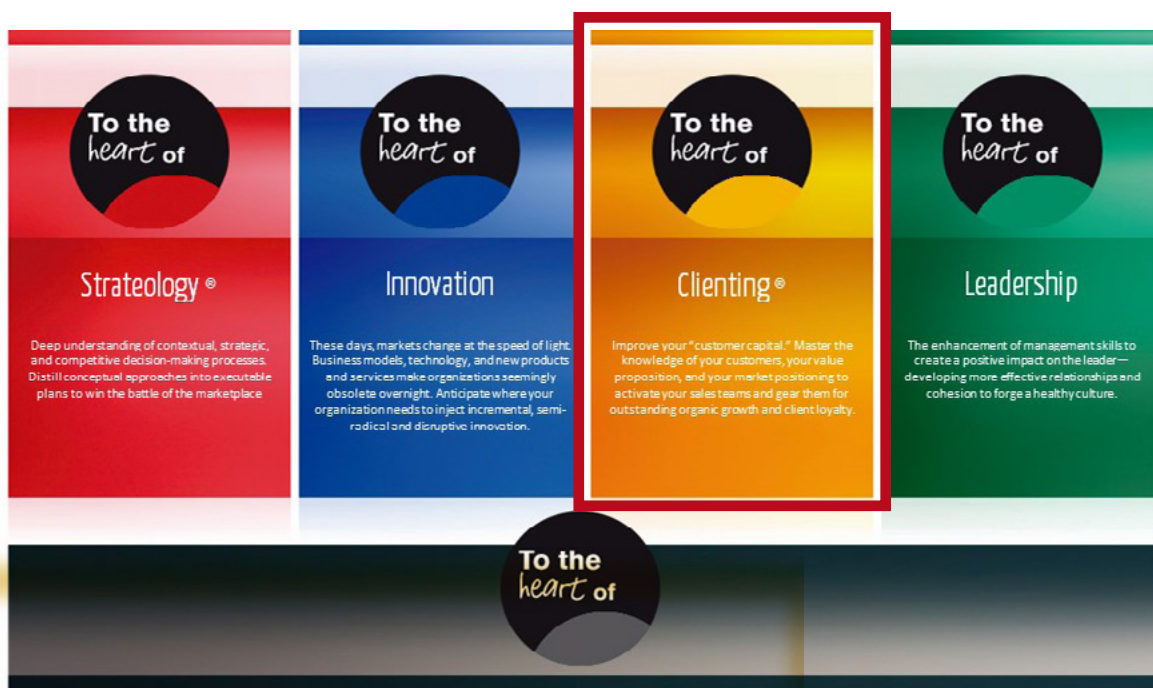


## TO THE HEART OF VALUE

### 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.



## MAIN BENEFITS

Understanding of how a customer centricity strategy and culture shapes the vision of an organization focused on creating client value and loyal behaviors.

Development of an effective operational structure in a horizontal team and service culture.

Gain the skills to remove organizational barriers and improve communication and coordination between clients and teams.

Learn the methodologies and skills to communicate the value stack and effectively sell and retain multinational and global clients. Understanding the variety of tools to shorten the sales cycle, improve the close ratio and implement methodologies to awaken loyal behavior in your global customers.

Incorporate the leadership toolbox with the set of tools, concepts and methodologies to design and serve each customer segment with differential value.

Identify the “killing attributes” that make you outperform competitors.



## 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: MARKET OUTLOOK. IS CENTRICITY THE BEST CUSTOMER STRATEGY FOR YOUR ORGANIZATION?

Market configuration. The battle between generalists and specialists. Market polarization. Is multi-specialty the best answer? Disruptive value propositions. New business models engineering such as Google, Apple, Amazon or Uber. Redesign of competitive spaces and the emergence of black holes. New industries creation. Customer centric, product centric or both? The best options for your business. The three competitive terrains and the competitive sequence significantly determine your value proposition.

### SESSION 2: HOW NECESSARY IS CUSTOMER CENTRICITY FOR YOUR ORGANIZATION?

Being customer centric is not a binary choice; the decision to take is how much customer centric your organization needs to be. Anticipate market challenges. Normal or abnormal problems? Understand the life cycle of your organization and the phase where you are. Different stages, different strategies and different outcomes. The quest to PRIME. The balance between flexibility and control. Is your organization growing or aging? The organizational anti-aging and the role customers and innovation in rejuvenating the organization. Supporting organic growth. The risks of standing still and talent required profile. The life cycle of your clients and when transactional value could be the best option. Solution selling. Advantages and disadvantages of size. The client perspective.

### SESSION 3: EARNING THE HEART AND MIND OF YOUR CLIENTS.

Interdependence between head and heart of the client when making decisions. The 5 basic elements to conquer both of them. The journey to client satisfaction and loyalty. Polarized markets: the trap of price and the value added paradox. A scape to conformism. Four purchasing strategies and value magnets to differentiate your proposal. Emotional vs. rational and the different types of clients. The most valued attributes by the client and how to flank comparison with the competition. Designing your killing attributes for different segments of your target market. The need of consistency in your value proposition.

### SESSION 4: TO THE HEART OF VALUE

Loyal customer's behavior. The unfaithful part of the market construction. Knowing your customers to death; the power of segmented service. Value generation strategies and how to make the buying process comfortable for your customers. Perceived value. Lengthen to widen; the average lifetime of a customer and the four levers of value creation for your company. Organic growth and footholds for sustainable growth: the size of the territory, the average contract and the closing cycle. The value stack: the articulation of the proposal. Complex sales and integrated solutions. Communication at multiple levels of the organization. Value typologies; perceived, quantified and emotional value. Making the intangibles, tangible.





## 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

