

Pedagogia Programme Specification

Talking your Customer's Business



The Problem: As the business environment becomes ever more complex, selling to and supporting your customer becomes ever more challenging. In addition, customers are becoming more demanding, expecting their suppliers to not just 'sell' to them, but to go further and really understand their business environment, issues and concerns. In these conditions, the ability to better understand your customer's situation is increasingly seen as being a necessary competence and a key differentiator. But this requires that all Sales, Account Managers, Call Centres and Sales Support and other client-facing roles raise their game: they need to be able understand their customer's situation and business, not just that of their own company; and they need to be able to elevate the level of their discussion with their customers, becoming a source of knowledge and competence about their customer's business and issues - they need to be able to talk their customer's business and language, not just their own.

The Solution: The 'Talking Your Customer's Business' workshop uses a proven set of tools to disentangle the complexities and mysteries of someone else's business, and to be able to understand forces, pressures, issues, concerns and challenges at both macro and micro level. These simple but powerful analysis tools and methodologies enable you to rapidly gain deep insights and understandings of your customers, no matter what sector or industry they come from, and enabling you to answer the question 'What keeps your customers awake at night?' The workshop works through a series of exercises each one building participants' confidence in their ability to understand the issues of a business often totally outside their current knowledge. With this knowledge, participants work through exercises and role plays to practice discussing their client's real issues, identify potential areas where their products and solutions could help their client, and be perceived as a source of value to their clients.

Benefits: The programme delivers clear **benefits to the participants** because it helps them achieve an operating level of 'fluency' in their customers' language and be seen as a source of value to both their employer and their clients. The programme has several **benefits for the company / employer**, because it creates a pool of people who are able to raise the level of discussion with their clients and ultimately increase sales to the client, because the company and its people are seen by the client as being capable, concerned and knowledgeable about the client's situation and can often propose better, more appropriate, durable solutions.

Typical learning outcomes:

- Learn powerful but simple analysis tools, frameworks and methodologies will enable you to rapidly and effectively analyse any client's market sector or business situation
- Mini case studies and caselets which will allow you to experiment applying the tools and testing understanding of a variety of client situations
- Research project, which practices locating knowledge about a client's industry and acquiring their language and vocabulary
- Develop insights into the client's perspective on business and understand "What keeps their client awake at night?"
- Practical session and role plays where participants try out and extend their new found skills to engage the client, identify needs and issues and propose meaningful solution

Target audience:

- Sales, Account Managers, Key Account Managers, Call Centres, Sales Support teams and any other client-facing role

For more information about how we can help your manager and specialist community become more strategic and make the right decisions: contact ianthomas@pedagogia.co.uk or call +44 78 79 89 83 28

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