

# PEAK STRATEGY SESSION: DEVELOP EVANGELICAL CUSTOMERS

When you are committed to engage with customers in ways that will convert them into champions of your organization, we have a two-day session to inspire and propel your group into action.

The program begins with an overview of Chip Conley's foundational PEAK principles and framework before focusing on your customer's aspirations.

- You will gain a new perspective and approach to increase customer commitment by applying PEAK principles and pyramids to your organization.
- You will dive deeply into your business and customer offerings, as well as create **prioritized, measurable action plans**.

## WHY PARTICIPATE?

- To discover how to fulfill needs your customers don't even know they have
- To further differentiate your organization in the marketplace
- To create a Customer Hierarchy of Needs for two customer segments
- To prioritize goals and plans to strengthen customer alliances
- To enlist the PEAK perspective to unite your group's efforts
- To begin a collective conversation about your culture and how well it supports your organization's future vision and strategies

*"This program takes you to the next step of marketing, to excel as an organization and help your customers to achieve a transformational experience when using your services. Totally out-of-the box!"*

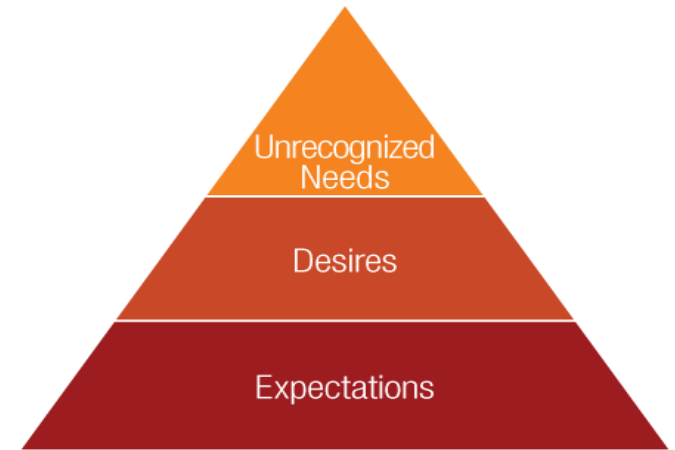
- VP of Sales, Financial Services

## WHAT WILL YOU EXPERIENCE?

- Highly interactive and experiential, both programs engage the group in ways that build teamwork while participants discover and apply the concepts
- Inspiration from other great companies who employ PEAK principles
- A shared understanding that comes from discovering different perspectives
- Your group's creativity while they generate ideas and solutions to elevate the customer experience

*"We now have a more disciplined approach to a concept that has always just been a gut feel about how to interact with customers."*

- CMO, Technical Services



***"Most business leaders want to consider new ways to think about their customers. The customer pyramid provides a language to make the intangible tangible."***

- Chip Conley

## WHO SHOULD PARTICIPATE?

We suggest a leadership team, a group of managers, or a cross-section of the organization who are most responsible for the customer experience. The recommended number of participants is from 10 to 34.

## WHAT ARE THE COSTS?

Costs range from \$10,500 - \$19,500 for this two-day session depending on group size, number of customer segments and extent of customization.

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