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!"

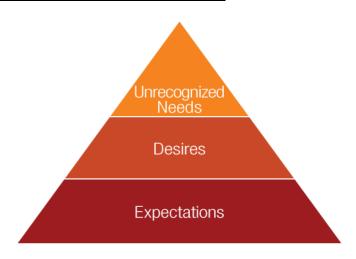
- VP of Sales, Financial Services

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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