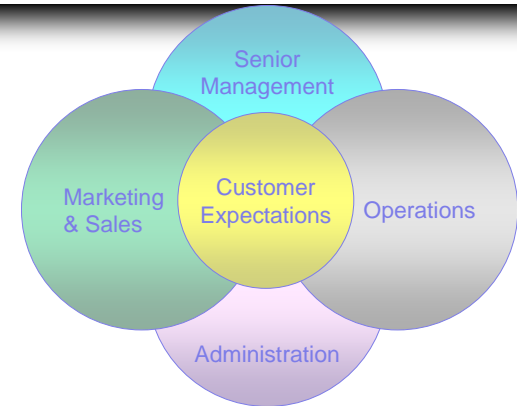
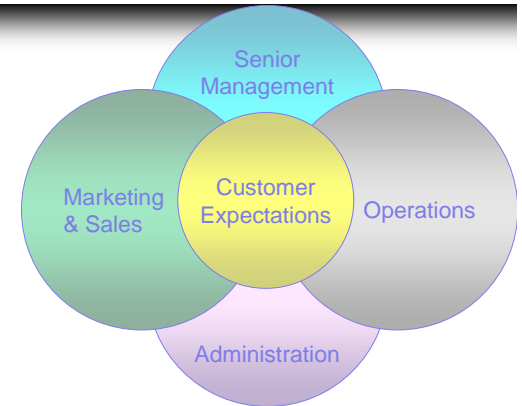


- ***Constantly shaping their opinion***
  - » Never Stagnant
- ***Accelerating***
  - » Shareholder Value
  - » Growth Strategy
- ***Detracting***
  - » Solidifying legacy culture and beliefs
  - » Creating a competitive dis-advantage



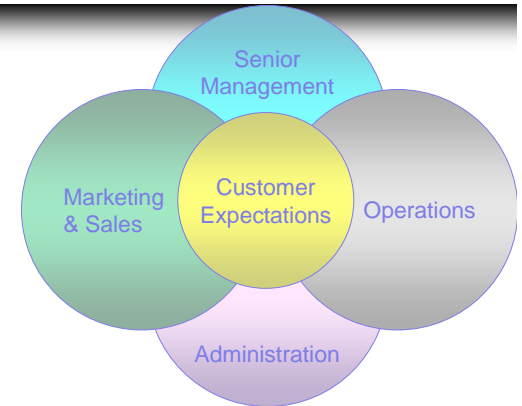
© Galante & Company [www.thesalescoach.com](http://www.thesalescoach.com)

- ***Leadership***
  - » Vision and Strategy
  - » Innovation
  
- ***Culture***
  - » Priority or Lip Service?
  
- ***Tools and Methods***
  - » Resource allocation
  - » Rationale for change



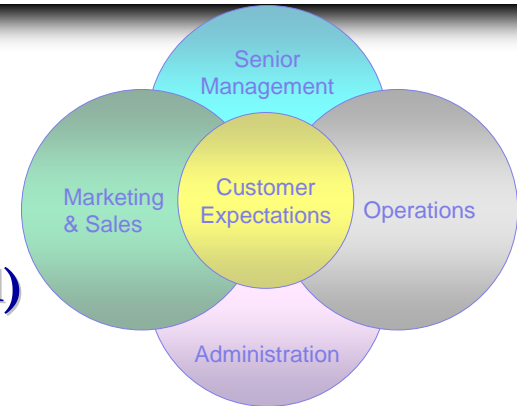
© Galante & Company [www.thesalescoach.com](http://www.thesalescoach.com)

- ***Point of Contact***
  - » Identify Customer Expectations
  - » Ownership of Customer Experience
  
- ***Communication***
  - » Internal and External participants
  
- ***Negotiate***
  - » Expectations with capacity/capability
  
- ***Balance***
  - » Serve both Masters – customer and company
  - » Follow up and follow through



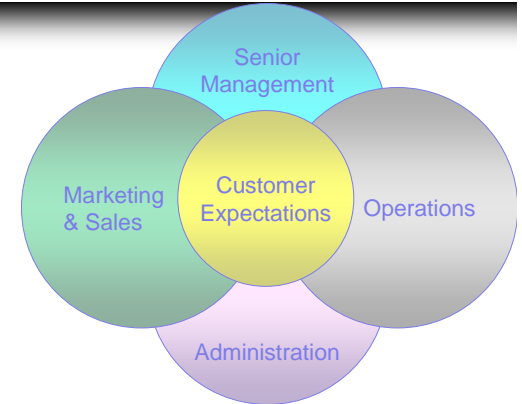
© Galante & Company [www.thesalescoach.com](http://www.thesalescoach.com)

- ***Prioritize Work Flow***
  - » Capacity versus Backlog
  - » Customer versus Customer (internal and external)
  
- ***Manager Resources***
  - » People, Material, Equipment
  - » Day to Day initiatives
  
- ***Responsible for Deliverables***
  - » Meet customer specific requirements
  - » Quality Control
  - » Other?



© Galante & Company [www.thesalescoach.com](http://www.thesalescoach.com)

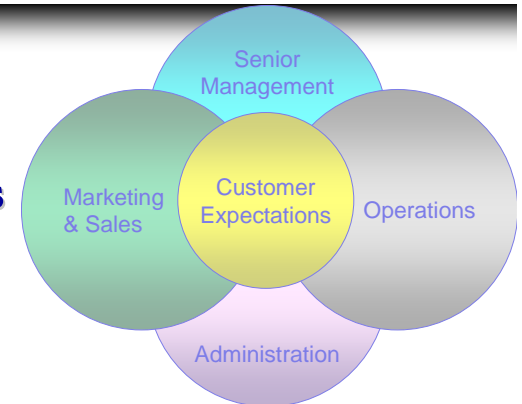
- *Key Supporting Role*
- *Track Progress and Performance*
  - » Specific Measurables and Milestones
- *Accuracy is Critical*



© Galante & Company [www.thesalescoach.com](http://www.thesalescoach.com)

- ***Shape Organizational Behavior***

- » Based on customer needs, wants, buying motives
- » Motivates us to respond
- » Creates urgency to act
- » Journey, not a destination



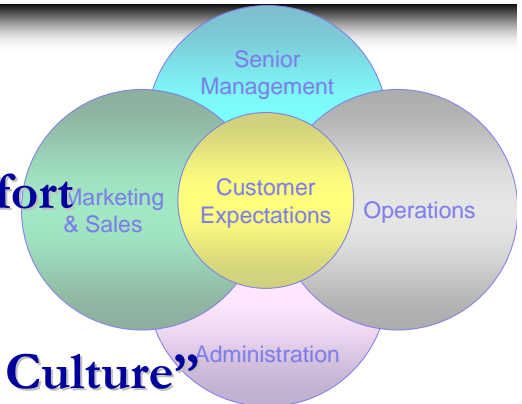
© Galante & Company [www.thesalescoach.com](http://www.thesalescoach.com)

- ***Without a Process***

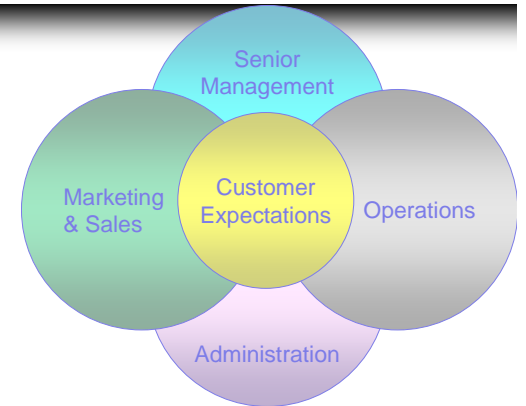
- » Lose momentum and wither away
- » Fragmented efforts causing frustration
- » Takes longer to implement/execute

- **Five Step Process**

- » **Step 1 – Prioritize** – make it an enterprise wide effort
  - Communicate the belief/message regularly
- » **Step 2 – Define** – the “Desired Customer Centric Culture”
  - Compare to existing customer perceptions
- » **Step 3 – Construct** – a Culture Improvement Roadmap
  - Solicit input and feedback from every level (internal and external)
- » **Step 4 – Implement** – action items
  - Department by department interactions and customer “touch points”
- » **Step 5 – Measure** – behaviors and results
  - Higher customer satisfaction and increased revenue/profit
  - Individual and organizational behavior



- **Beliefs**
  - » Customer and Profit, not Customer or Profit
  - » Show up in decisions, policies and processes
- **Behaviors/Attitudes**
  - » How things get done (We own the customer)
- **Activities**
  - » What gets done
- **Outcomes**
  - » Tangible
  - » In-tangible



© Galante & Company www.thesalescoach.com