

# **Creating a Customer-Focused Culture: How to create and sustain lifelong customer relationships that drive increased profitability and growth**

Presented by Phil Harwood

Landscape Industry Certified Manager, Certified Snow Professional, MBA

President & CEO of Pro-Motion Consulting

[www.pro-motionconsultingllc.com](http://www.pro-motionconsultingllc.com)

## **CULTURE**

- Culture is defined as the set of shared \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_  
that characterizes an organization (Meriam-Webster).
- Our values are based on our \_\_\_\_\_, determine our  
\_\_\_\_\_, and establish \_\_\_\_\_.
- Our mission is the \_\_\_\_\_ or \_\_\_\_\_  
for our organization's existence.
- Together, values and mission form the \_\_\_\_\_  
of any organization.
- Organizations with clearly defined values and mission have \_\_\_\_\_  
employee \_\_\_\_\_ and \_\_\_\_\_ employee  
\_\_\_\_\_.
- Our vision is what we \_\_\_\_\_ to \_\_\_\_\_ at  
some point in the future.

- Vision provides a \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
- Practices are \_\_\_\_\_ people \_\_\_\_\_ and \_\_\_\_\_ they \_\_\_\_\_ them.
- Observed practices \_\_\_\_\_ others what the \_\_\_\_\_ are and how to behave.

## CUSTOMER-FOCUSED CULTURE

- A customer-focused culture exists in an organization which is \_\_\_\_\_ concerned with \_\_\_\_\_ the \_\_\_\_\_ and \_\_\_\_\_ needs of its customers.
- Customer needs are placed above the needs of \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
- Reasons for not being primarily customer-focused:
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_

- When a company is facing \_\_\_\_\_, its \_\_\_\_\_ is to the customer.

## WHY IT MATTERS

- To be successful, a company needs to do two things well:
  1. \_\_\_\_\_ customers
  2. \_\_\_\_\_ customers
- Our customer retention rate is \_\_\_\_\_ with \_\_\_\_\_.
- The \_\_\_\_\_ our retention rate, the \_\_\_\_\_ we'll \_\_\_\_\_ customers.
- Retaining existing customers improves \_\_\_\_\_ by:
  1. Reducing \_\_\_\_\_
  2. Increasing \_\_\_\_\_
  3. Obtaining \_\_\_\_\_
  4. Generating \_\_\_\_\_
  5. Stabilizing \_\_\_\_\_
- A \_\_\_\_\_ % increase in customer retention may increase net profit by \_\_\_\_\_ % or more.

## DRIVERS

- The primary driver of customer acquisition is the \_\_\_\_\_ of a \_\_\_\_\_.
- The primary driver of customer retention is the \_\_\_\_\_ level of \_\_\_\_\_.

## CHANGING CULTURE

- As leaders, we have to recognize that change \_\_\_\_\_ at the \_\_\_\_\_.
- Our \_\_\_\_\_ will \_\_\_\_\_ our culture.

## VALUES-BASED PERSONNEL DECISIONS

- We need to \_\_\_\_\_ and \_\_\_\_\_ our values, mission, and vision so that we're \_\_\_\_\_ and \_\_\_\_\_ like-minded people.
- This involves \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ people based on each person's fitness with the ideology of the organization.

## CUSTOMER-FOCUSED METRICS

- Measuring and tracking customer \_\_\_\_\_ and \_\_\_\_\_ is best accomplished by using a \_\_\_\_\_.
- A balanced scorecard is a \_\_\_\_\_ tool comprised of metrics in four categories:
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
- In the customer category, there are two ways to measure: \_\_\_\_\_ and \_\_\_\_\_.
- Customer acquisition activities include:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

➤ Customer acquisition results include:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

➤ Customer retention activities include:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

➤ Customer retention results include:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## MULTIPLE LINKAGES

➤ Linkages may be made at several levels:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

➤ Everyone in the organization has a \_\_\_\_\_ in the customer relationship-  
either a \_\_\_\_\_ role with direct contact or a  
\_\_\_\_\_ role, supporting a primary role.

## INCENTIVES

➤ Incentives may either be \_\_\_\_\_ or \_\_\_\_\_ -  
\_\_\_\_\_ in nature.

➤ Incentives include:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## CUSTOMER INITIATION

- We need to develop an \_\_\_\_\_ - \_\_\_\_\_ customer initiation process with defined \_\_\_\_\_, clear \_\_\_\_\_, and \_\_\_\_\_ in place.
- Customers should feel \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

## CUSTOMER ASSESSMENTS

- We need to establish regular \_\_\_\_\_ - \_\_\_\_\_ customer assessments to \_\_\_\_\_.
- The Ultimate Question:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

## SENIOR MANGEMENT

- Senior management should be \_\_\_\_\_ with top customers to \_\_\_\_\_ these important \_\_\_\_\_, \_\_\_\_\_ the importance of \_\_\_\_\_, and to \_\_\_\_\_.



aware of \_\_\_\_\_ with operational, administrative, and financial areas.

- Anything, no matter how small, that negatively impacts a customer should be put under a \_\_\_\_\_ and \_\_\_\_\_ with a \_\_\_\_\_ of \_\_\_\_\_.

## TIPS AND RANDOM THOUGHTS:

[illegible]

---



PHONE: \_\_\_\_\_