Sales and Customer Engagement

Focus

How customers engage with businesses has completely changed in the last 5 to 10 years. Customers are more informed than ever in history. Sales people are experiencing the highest levels of sales resistance. The old thinking and practice of sales no longer works. We need to adapt our customer engagement practice to suit the customers we seek, in this age and economy.

Outcome

Delegates will understand the drivers for these changes in their customers. They will pragmatically learn about how the two types of adoption affects their sales efforts, how important ethics and values is for acquiring new customers, as well as a framework to apply these new approaches.

About Your Speaker

Mark's experience spans 25 years across corporate management roles, consulting and academia. Early on Mark developed and deployed the customer strategies for Suncorp which realised the highest cross-selling rate of any financial services group in Australia. He was then asked by the Graduate School of Business at QUT to develop two courses Sales Management and Customer Relationship Management. Mark delivered these courses at QUT for eight years (in the evenings), whilst consulting during the day.

He has worked with more than 40 organisations to leverage the customer centric approach to business and improve sales performance, profitability and customer advocacy. His pragmatic experience is backed up with an MBA, change management qualifications, certified in Net Promoter Score and is the PuMP® Partner (performance measurement) for Australasia.

Have your presentation customised to your needs or select one of these popular topics:

- *The Eight Problems with Sales Today and how to Resolve Them*
- *The Top Four Practices for B2B Sales*
- *How to design Customer Engagement practice for your Target Customers*

As a keynote presentation:
45-60 minutes
As a workshop:
2 to 4 hours
Great for:
CEOs, Senior Executives, Business, Sales and Marketing Leaders
Entrepreneurs

Any questions, or to book Mark, make contact: