



Profit by Design™ 2-Day Workshop

**Applying the Architecture for
Customer Engagement**

Profit by Design: Applying the Architecture for Customer Engagement™

"the conversation that attracts and keeps your awesome customers..."

Focus

Whether your customers are B2B or B2C they have recently changed how they behave, how they buy and how they provide word of mouth. Typically, selling and customer engagement practices are based on industrial age models.

This workshop will end your struggles and frustrations with your levels of profitability and sales, with the lack of alignment between social media, marketing, sales and customer service.

Profitability for any business comes from the value created by the customer portfolio, the profitability of each customer and the level of advocacy they provide for you.

Whether you are in an existing business, or a start-up – if you are looking to grow your customer base profitability, then this workshop is for you.

"Leverage from the power of customer spend dynamics and advocacy to ensure a profitable customer portfolio for your business."

Context

We put effort and insight into the design of the product and service offering. We sweat over the design of the business model. **Profit by Design, ensures we put effort into how we attract and keep the awesome customers we want.** The customers that our value will resonate with the most, so they spend more and become advocates of what we do.

Businesses develop customer portfolios that, typically follow the 80/20 rule - **20-percent of customers contribute around 80-percent of the profit.** Which means 80-percent of the effort we put in to attracting and serving customers does not contribute to much profit. It may contribute to revenue but the goal has to be, that we have a profitable enterprise - so we can keep doing what we do - whether it is a large organisation, small-to-medium sized business or a not-for-profit.

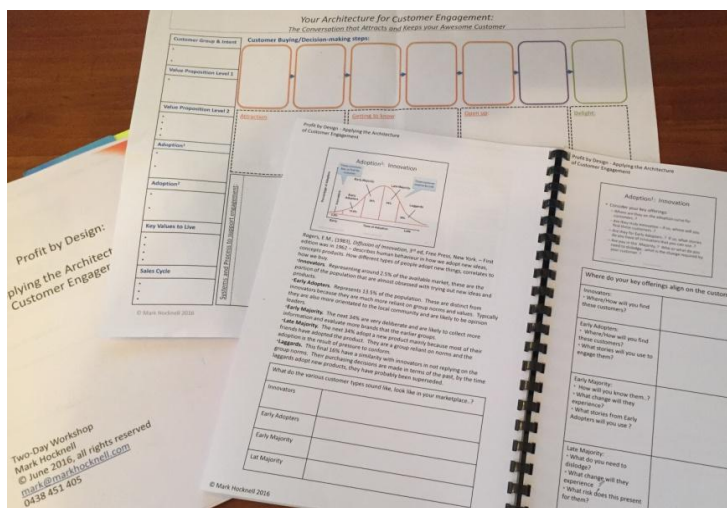
**Any questions, or to
book your workshop, contact Mark:**

What you and your team get from this workshop

- ✓ How customer-spend and promoter behaviour impacts profit
- ✓ A clear understanding of the common pitfalls managers and entrepreneurs experience with sales
- ✓ How customer portfolios can be designed for maximum profit potential
- ✓ How to identify your awesome customer groups - that ones in the sweet spot of the Two-Way Value Exchange
- ✓ Develop your value propositions (Level 1 and Level 2) that will increase resonance and engagement with your awesome customers
- ✓ How *innovation adoption* affects the success of your customer acquisition tactics
- ✓ How values and ethics impact how customers buy and promote
- ✓ How your customer makes decisions and buys
- ✓ Development of your Architecture for Customer Engagement™ - the ideal methods for your customer engagement
- ✓ How to implement your Architecture for Customer Engagement.
- ✓ The 150+ page A4 Workbook.

You will have a completed Blueprint ready to implement.

*Everyone walks away
with the can-do -
not just the know-how.
And all the content,
tools and templates
to bring meaningful
customer engagement
to life in your business.*



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Profit by Design: Applying the Architecture for Customer Engagement™ 2-Day Workshop Overview

Day One

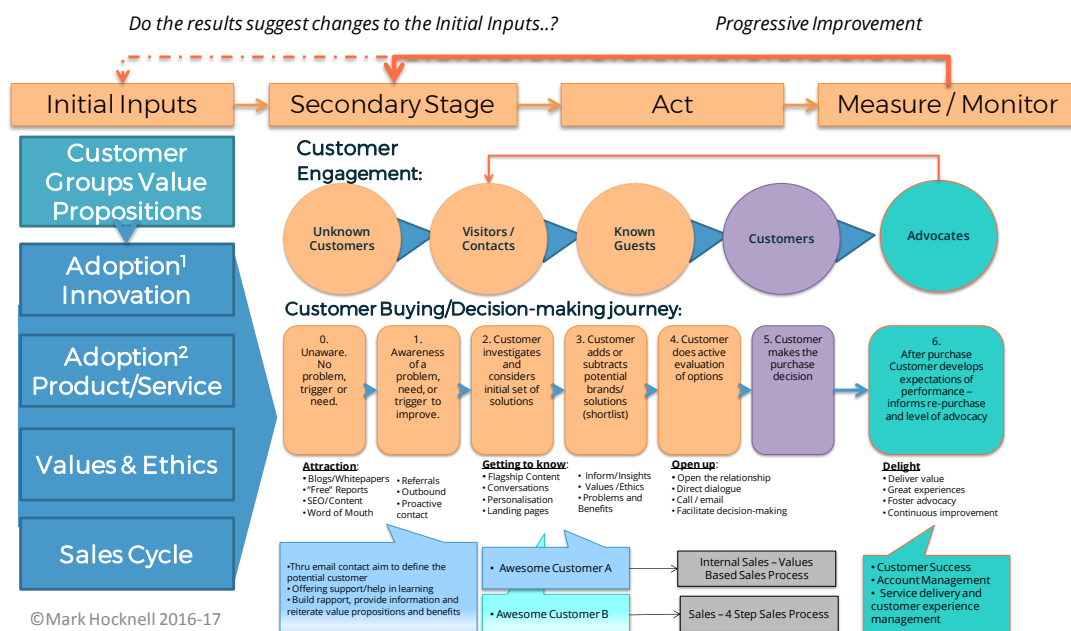
1. Overview of the **Profit by Design** six key principles, and the eight core problems with sales today. How customers buy and the importance of advocacy today. Introduction to our process using the Architecture for Customer Engagement
2. **Initial Inputs:** Business Alignment with Customer Intent – your Customer Groups, Two-way Value
3. Your **Value Proposition** - Level 1: Why you. Level 2, why your Product / Service the three levels and specificity
4. Applying **Adoption¹**, **Adoption²**, **Values and Ethics**, and the Sales Cycle to your Architecture for Customer Engagement.

Day One

Building your Architecture for Customer Engagement

5. **Customer Decision-making**, B2B and B2C
6. **Selling in our Age** - selling methods, techniques that build engagement
7. Finalising your Architecture for Customer Engagement – bringing all the components together into a **congruent engagement approach**
8. **Implementation** - it's all about execution

The Architecture for Customer Engagement: The Conversation that Attracts and Keeps your Awesome Customer



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About your facilitator

Mark Hocknell is a consultant, speaker, author and mentor specialising in the customer centric approach to business and leveraging organisational performance measurement to build high performing teams.



For the last 12 years (as a consultant) Mark has developed customer strategies with more than 35 organisations (from small businesses to large GOC's) to improve the delivery of customer value and sales performance.

Prior to this, Mark was with Suncorp for 14 years where he held senior customer management roles. During his last three years there he led the implementation of the technology, tools and change to support the 'Allfinanz strategy' which placed Suncorp with the highest cross-selling rate of any Australian financial institution.

From 2003 to 2011 he was a sessional academic (part-time) with Brisbane Graduate School of Business (QUT) where he developed and delivered two electives within the MBA program, Sales Management and Customer Relationship Management (CRM). In 2015 he was appointed as an Adjunct Lecturer to the Griffith University School of Business, where he has developed the Personal Selling and Sales Management course (2038MKT) for the Department of Marketing.

Mark has a MBA, holds qualifications in change management, and certifications in Net Promoter Score and PuMP®(performance measurement).



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Your investment: Pricing is based on the number of participants

You have key people involved in your customer engagement capability. When the team works together to learn, design and implement your Architecture for Customer Engagement™, you build a team and a stronger performance culture that gives you more leverage.

The return on your investment in this workshop will be seen in the speed and size of your improvement in performance being far greater than maintaining your current approach.

For reference, the full price of the 2-day public Profit by Design Workshop is:	\$1500 per person
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Delivery of your 2-day Profit by Design In-house Workshop for up to 6 people (minimum number).	\$875 per person
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Once you have 6 people - the price per additional person is only:	\$350
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All prices plus GST

Your responsibility is to host the workshop, provide the space, a projector and any catering.

...the content, templates and tools you will receive in this workshop you will use for the rest of your life.

These techniques will enable you to achieve greater success in customer engagement and profitability, forever.

Your next step:

To book your private in-house Profit by Design™ Workshop, or chat with Mark for more details: call 0438 451 405, or email: mark@markhocknell.com

Some T's and C's

Quotes will be provided on request, in some cases a deposit may be required.

Mark is based in South-east Queensland. If any shipping for workshop materials, or travel and accommodation is needed, these actual costs will be invoiced.

Mark carries Professional Indemnity insurance to the value of \$5,000,000 and Public Liability insurance to the value of \$10,000,000.

Training in, and using the Architecture for Customer Engagement™ is for internal facilitation and personal use of delegates only. Any other use of the Architecture for Customer Engagement® methodology, such as teaching groups or selling to clients, requires permission from Mark Hocknell.