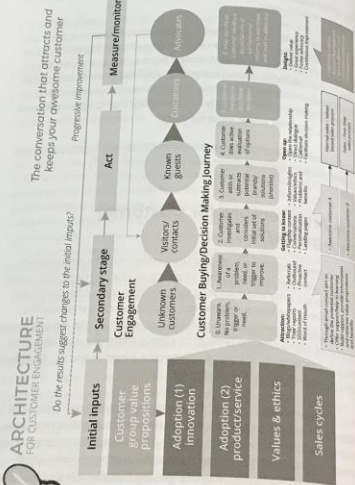
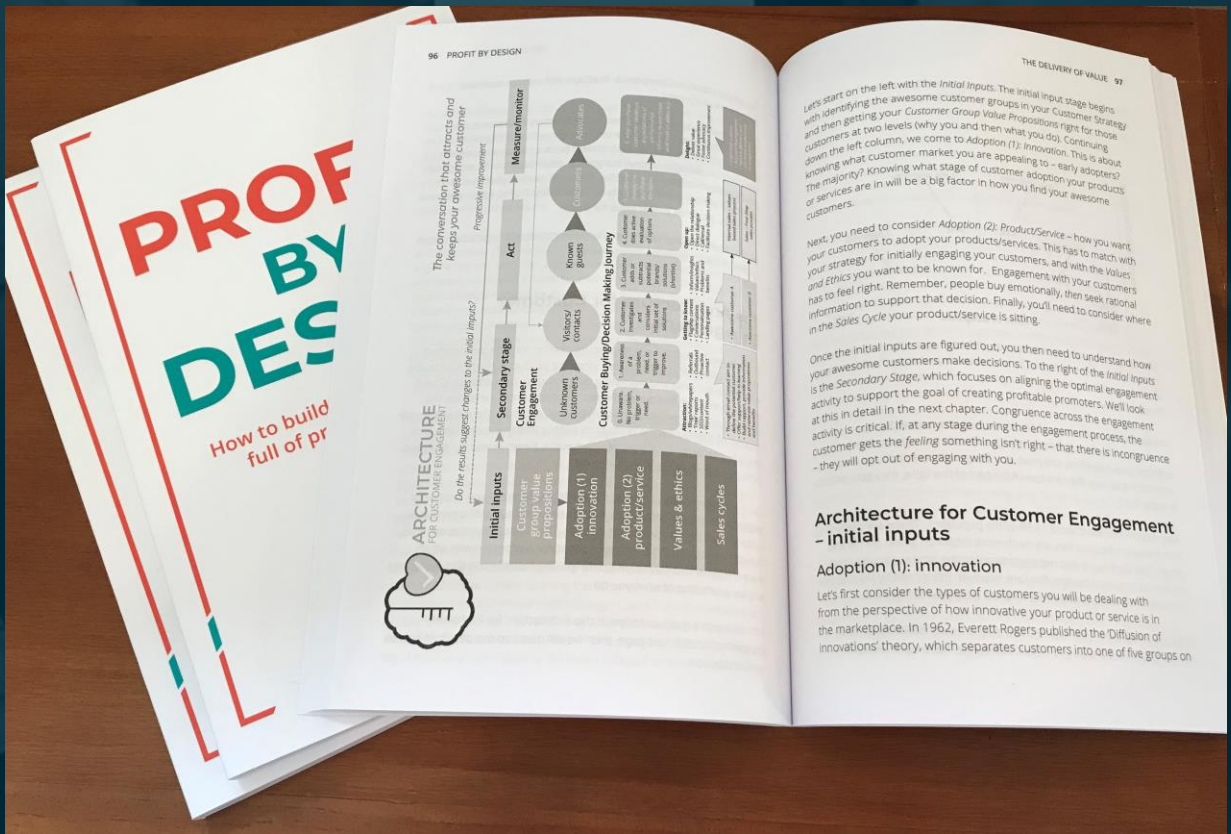




Profit by Design® 2-Day Workshop



Let's start on the left with the *Initial Inputs*. The initial input stage begins with identifying the awesome customer groups in your Customer Strategy and then getting your Customer Group Value Propositions right for those customers at two levels (why you and then what you do). Continuing down the left column, we come to *Adoption (1): innovation*. This is about knowing what customer market you are appealing to - early adopters? the majority? knowing what stage of customer adoption your products or services are in will be a big factor in how you find your awesome customers.

Next, you need to consider *Adoption (2): Product/Service* - how you want your customers to adopt your products/services. This has to match with your strategy for initially engaging your customers, and with the Values and Ethics you want to be known for. Engagement with your customers has to feel right. Remember, people buy emotionally, then seek rational information to support that decision. Finally, you'll need to consider where in the Sales Cycle your product/service is sitting.

Once the initial inputs are figured out, you then need to understand how your awesome customers make decisions. To the right of the initial inputs is the *Secondary Stage*, which focuses on aligning the optimal engagement activity to support the goal of creating profitable promoters. We'll look at this in detail in the next chapter. Congruence across the engagement activity is critical. If, at any stage during the engagement process, the customer gets the feeling something isn't right - that there is incongruence - they will opt out of engaging with you.

Architecture for Customer Engagement - initial inputs

Adoption (1): innovation

Let's first consider the types of customers you will be dealing with from the perspective of how innovative your product or service is in the marketplace. In 1962, Everett Rogers published the *Diffusion of Innovations* theory, which separates customers into one of five groups on

Profit by Design: How to build a customer portfolio full of profitable 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. Typical, 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.

“Today we have to attract our customers to us. Like a magnet, drawn to us by our values, by what people say about us, by the value we deliver and promises we keep.”

The Profit by Design Context

1. **Business design is long overdue for an overhaul.**
2. **Long term success and sustainability comes from customers, not products.**
3. **Not all customers are equal.**
4. **How to build a meaningful Customer Strategy.**
5. **How to communicate and deliver value.**
6. **How to implement your Customer Strategy to build your customer portfolio full of profitable promoter**

Profit by Design provides a unique perspective on how organisations can deliberately shape the value of their customer portfolio.

Profit by Design delivers key insights and a step by step approach for leaders and managers of organisations of all types and sizes.

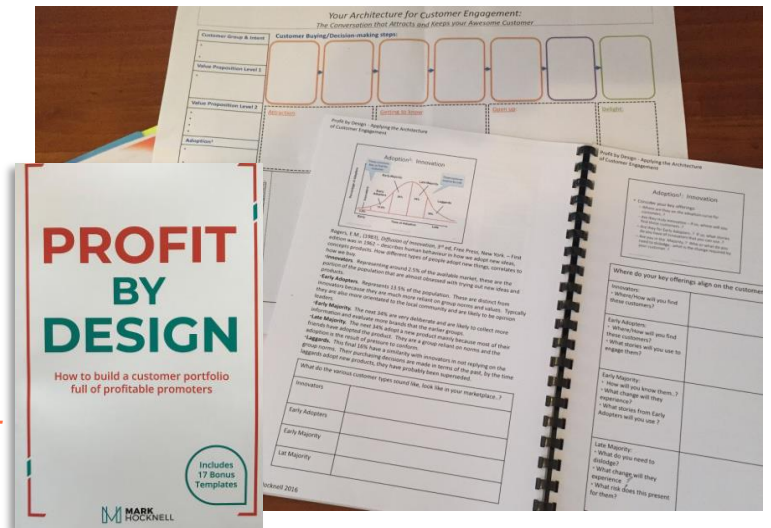
**Any questions, or to
book your workshop, contact Mark:**

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.
- ✓ Your copy of Profit by Design: How to build a customer portfolio full of profitable promoters
- ✓ 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.



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

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 Two

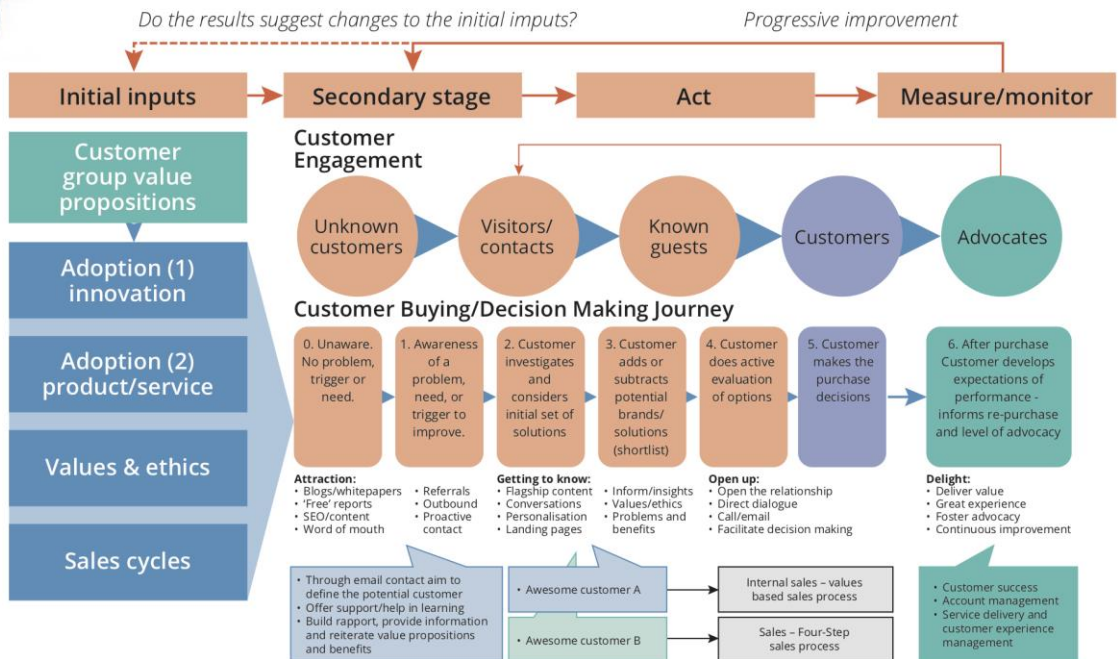
Building your Architecture for Customer Engagement

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



ARCHITECTURE FOR CUSTOMER ENGAGEMENT

The conversation that attracts and keeps your awesome customer



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

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). Mark is the Author of Profit by Design: How to build a customer portfolio full of profitable promoters.



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

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

Delivery of your 2-day Profit by Design In-house Workshop for up to 6 people (minimum number). \$950 per person

Once you have 6 people - the price per additional person is only: \$250

All prices plus GST

Your responsibility is to host the workshop, provide the space, a projector and 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 business design, 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.