

Customer Value: Transform Your Business & Increase Profits

Best Practices Seminars in Optimizing the Source of Value Creation

Customer Value is a Business Predictor

"The Customer Value Management (CVM) score is a leading indicator of Vodafone's market share. We were able to predict market share, a quarter out using CVM data, to within 1% accuracy! And it predicted churn accurately. In fact our Finance Director said 'the CVM score is more robust than any of our financial scores.'" - Graham Maher, Managing Director, Vodafone



What is Your Company's Value to Your Customer?

Few companies know the lifetime value of their customers, and more importantly, fewer still know how much customers value their brand, and why. A keen understanding of customers' subconscious value equations and perceptions is essential to zeroing-in on management efforts yielding highest return on investment (ROI).

Customer Value Management (CVM) is a best practice for predicting customer behavior and business results, proven by 3M, AT&T, BP, BT, Chase, Disney, GE, HP, J&J, Kraft, Lucent, Nokia, Philips, Roche, Sonoco, S&P, Tata, TI, Vodafone, Whirlpool, Wisconsin Energies, and many other companies.

Send your company's leadership team to the following seminars for hands-on learning and interaction and job-ready applications of essential Customer Value Management techniques. *Who should attend:* CXOs, Vice Presidents, and Directors of Strategy, Operations, Finance, Marketing, HR, OD, IT, Quality, Service, Sales, and Customer Experience.

- \$685 per attendee.
- For 3+ attendees from the same company, use discount code = THREE for 30% discount.
- If you enroll in 2 or more seminars, apply 20% discount code = VALUE for each seminar.
- Attendees receive their choice of 5 complimentary books.
- CXO Breakfast: \$75

Total CVM Seminar 9 a.m. – 3 p.m.

Monday, Sept. 19, GGU 536 Mission St, San Francisco

Customer Value Creation Seminar 9 a.m. – 3 p.m.

Tuesday, Sept. 20, UCB Ext. 1301 Shoreway Rd, Belmont

Customer Value Measurement Seminar 9 a.m. – 3 p.m.

Thursday, Sept. 22, U Phoenix 3590 N 1st St, San Jose

CXO Breakfast 7 a.m. – 9:30 a.m.

Friday, Sept. 23, U Phoenix 3590 N 1st St, San Jose

Pricing Seminar 10 a.m. – 3:30 p.m.

Friday, Sept. 23, U Phoenix 3590 N 1st St, San Jose

Register at www.ClearAction.biz/value

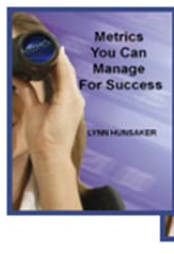
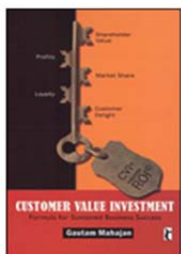
"These seminars simplify advanced topics, engage participants, and provide ready-to-use tools we can apply right away to increase profit."

Total Customer Value Mgt – Monday, September 19

Shareholder value is fueled by customer value. Both aspects of the equation must be mastered for superior business results. Untapped value for all parties is common due to the absence of clarity on customer perceptions of value, as well as the interdependencies of entities in the value creation and delivery chain. In this seminar you will learn how to:

- Identify customers' subconscious value quotients: their automatic cost-benefit analyses and built-in metrics customers use for valuation and decision-making.
- Balance inherent relationships between brand equity and customer equity, economic value-added and customer value-added, employee capital and customer capital.
- Maximize value by simultaneously reinforcing the objectives of all stakeholders in your business model.
- Increase price and profit realization.
- Grow personal value to your company and stakeholders.

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CUSTOMER VALUE FOUNDATION



Customer Value Creation – Tuesday, September 20

Value creation is perhaps the single most important aspect of any executive's job. By seeing value the way customers see it leaders gain the context for collaborative value generation that offers sustainable differentiation and is rewarded by the market place. In this seminar you will learn how to:

- Engage employees and organizations enterprise-wide in customer experience innovation.
- Co-create and co-control value with customers.
- Integrate customer-focus and value creation into everyday activities for every department company-wide.
- Establish transparency and accountability that empowers employees and builds momentum in value creation.
- Build brand equity (performance value) of employees..

Value Measurement – Thursday, September 22

As the saying goes, "If you can't measure it, you can't manage it". Value of customers, from the company's perspective is essential knowledge for wise decision-making. Likewise, value of the company, from the customer's perspective, is equally necessary for wise allocation of limited energy, time, and budget resources. In this seminar you will learn how to:

- Identify both financial and non-monetary customer-perceived value relative to your competitors.
- Calculate customer lifetime value (CLV), customer equity and return-on-customer (RoC).
- Integrate voice-of-the-customer (VoC; e.g. customer satisfaction, net promoter score (NPS), word-of-mouth (WoM)) with Customer Value-Added (CVA) scores.
- Link customer value scores to market share and financial business results for predictive capability.

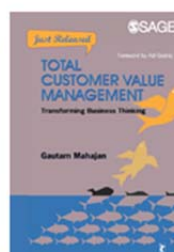
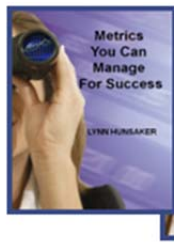
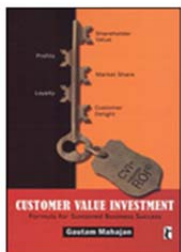
CXOs' Roles as Value Creators

<http://tinyurl.com/cvm2011> (5-minute video)

Customer Value CXO Breakfast – Friday, September 23

Embrace this opportunity to transform your thinking and gain valuable insights from fellow CXOs. After a level-setting introduction this roundtable discussion explores:

- Should Customer-Value-Added (CVA) be included in your financial statements?
- What are the customer-focus and value creation roles of your CFO, Head of HR, and other top execs?
- How can you recognize gaps in customer-centricity that invite competitive footholds?



Pricing & Customer Value – Friday, September 23

Pricing decisions have exponential impacts on profits, yet seat-of-the-pants methods (e.g. historical, competitive, markup) tend to dominate actual practices. Superior perceived value enables value selling, value negotiations, and sustainable high-profit streams. In this seminar you will learn how to:

- Understand what customers value.
- Use value maps to determine pricing models.
- Integrate non-monetary factors in value assessment.
- Replace industry pricing, product/market pricing, and transaction pricing with a customer value pricing strategy.
- Convert price negotiations into value negotiations.
- Decommotize products and garner increased prices.

Every Function's Role in Customer Value

<http://tinyurl.com/totalcvm> (2-minute video)

Customer Value Management Experts

Recognized experts in Customer Value Management, the seminar facilitators, Gautam Mahajan and Lynn Hunsaker, have implemented CVM as practitioners.

Gautam Mahajan, President of Customer Value Foundation and Inter-Link India, is also President of the Indo-American Chamber of Commerce. During 17 years at Continental Can USA, he was General Manager, starting 10 plants in 2 years, and Director of New Ventures. He was awarded 15 US patents and a Fellowship from Harvard Business School. Gautam earned an MBA from Suffolk University and MS in Mechanics of Materials from Illinois Institute of Technology, and received its Distinguished Alumni Award. Gautam is author of Customer Value Investment and Total Customer Value Management.



Lynn Hunsaker, President of ClearAction and Marketing Operations Partners, is former Head of Corporate Quality and Director of Marketing at Applied Materials and Sonoco. Formerly, she was SVAMA president and SJSU / UCBX instructor. Lynn earned psychology and marketing degrees at BYU and an MBA at Vanderbilt University. She directs the Annual B-to-B Customer Experience Management Benchmarking Study, and is on the CustomerThink Advisory Board. Lynn authored Metrics You Can Manage For Success, Customer Experience Improvement Momentum, and Innovating Superior Customer Experience.

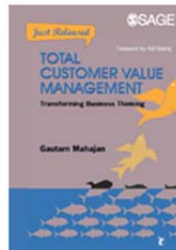
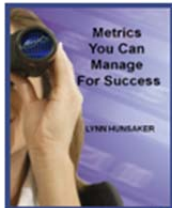
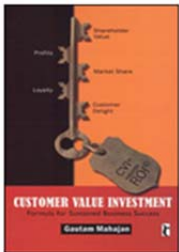


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