

# Score Business Workshop Course Details

Please see the [Workshop Calendar](#) for Dates & Times

Course Title	Typical Length
<b>Becoming Customer Centered – 8 Steps for Success</b>	<b>3 ½ hours</b>

### Typically Recommended For

Planning & Evaluation	Inception & Start Up	Operating Businesses
-----------------------	----------------------	----------------------

Short Description	yes	yes	yes
This workshop is designed for those that have been in business for 2 years. You will learn to understand your customer and understand your market segment.			

## Detailed Course Description

### ARE YOU PRODUCT/SERVICE-CENTERED? OR CUSTOMER-CENTERED?

This is a unique opportunity to develop a method of thinking like your customers. You may be surprised to learn what business your customers think that you are in. Do you know the difference between a product-centric answer and a market-centric answer? Understanding your market sector is vital to understanding the business you are really in.

Whole product solutions are built around understanding customers needs - not built around understanding the way you get your goods and services to the market. Or your technology. Or about the market. It's always about the customer. At least it should be to be successful.

This eight-step process will help you develop the critical thinking needed to "think like a customer."



## Instructor Information

### **Griff Lindell, C.B.C. (Certified Business Communicator)**

For more than 25 years, Griff has managed various sales, marketing and strategy functions to established, reorganizing and emerging companies that have included a mix of the Fortune 500 companies and start-ups in industries such as publishing, high-speed motion analysis, civil engineering, manufacturing, service providers and consulting firms. As a consummate learner and teacher, Griff has taught sales and marketing courses and authored articles on sales, marketing, management and leadership

## Recommended Background or Prerequisites

None required.