

STARING IN THE UGLY MIRROR

FRONT & CENTRE

CONFRONTING THE BRUTAL TRUTHS OF CUSTOMER GROWTH



WHAT IS IT ALL ABOUT?

Growth isn't just about doing more; it's about doing better. Staring in the Ugly Mirror is an unflinching workshop designed to help leaders face the uncomfortable truths about their business's customer relationships and growth strategies. This session poses tough, introspective questions that will challenge you to evaluate whether your company truly adds value, builds genuine customer partnerships, and maintains a proactive approach to customer growth. In a world where complacency can mean irrelevance, this workshop aims to strip away the comfort zone and reveal what really drives sustainable, profitable customer growth.

WHY IT MATTERS

Complacency is the enemy of progress. Many companies believe they're delivering value without asking the hard questions that reveal what customers really think. This workshop is for leaders ready to confront the tough realities and ensure their growth strategy is built on solid ground. By examining whether your sales and relationship management are proactive or merely reactive, you'll uncover ways to elevate customer partnerships from transactional interactions to meaningful alliances. When you understand the real health of your customer relationships, you can focus on growth strategies that have long-lasting impact.

WHAT WE'LL COVER

- **The Value Question:** We'll look at ways to identify and measure the true impact you're delivering to customers.
- **Customer Dependency Check:** If your business ceased to exist tomorrow, what would your customers genuinely miss?
- **Proactive vs. Reactive Growth:** Are your sales and account managers driving customer growth, or are they relying on "hopium" and waiting for easy orders to come in?
- **Friend Zone or Profitable Partner?:** Are you building profitable partnerships, or are you stuck in the "friend zone" as a transactional supplier?
- **Team Intelligence:** We'll explore knowledge-sharing practices to ensure customer insight continuity.
- **Is Sales a Team Sport?:** Understand the importance of a team-driven approach to growth and retention.
- **Winning with Win:** Win Strategies: Learn how a customer-centred approach can secure long-term loyalty.
- **The Right People, Right Places:** We'll assess alignment and role clarity to ensure maximum effectiveness in customer growth.
- **Sales and Reputation:** Uncover strategies to elevate the perception of sales within your organisation.

OUTCOMES & TAKEAWAYS

- A reality check on your current customer value: Know whether you're truly indispensable to your customers, or at risk of being replaced.
- Insight into your team's approach to growth: Identify gaps in proactive vs. reactive behaviours and gain strategies to drive consistent customer engagement.
- A roadmap for building profitable partnerships: Move beyond transactional relationships and start establishing alliances based on mutual value.
- Improved team alignment and collaboration: Ensure your sales and account management functions operate as a united front rather than isolated players.
- Strategies for building long-term customer loyalty: Implement a win:win philosophy that keeps customers coming back.
- Clarity on sales culture and customer perceptions: Reposition "sales" as a respected, customer-focused function within your organisation.

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