

## TCF training creates fundamental shifts in client interaction

The quality of your customer relationships is one of the most important factors that differentiates you from your competitors. The TCF program unlocks this value with three fundamental shifts:

### Becoming Proactive

Taking the lead in the customer relationship.



### Getting to Real Needs

Going beyond just technical issues.



### Achieving Balanced Outcomes

Finding solutions that are agreeable to both the supplier and customer.



### Who benefits from the TCF program?

Any personnel who interact frequently with customers will benefit from this training, including:

- **Field service engineers**
- **Technical support**
- **Customer service personnel**
- **Sales and marketing representatives**
- **Logistics personnel**
- **Managers**

GPT's experiential programs are customized so that each training group will find the program immediately relevant to their jobs and will target the business outcomes you seek.

## Monitored and measured outcomes

Global Partners Training implements a robust measurement system that monitors learning, behavioral changes and return on investment (ROI). Participants are assessed and tracked during the program and are supported by professional facilitators and coaches to achieve their action plans in alignment with your desired business outcomes. To learn more, ask us for information about GPT's **embedding process and measurement system**.

### Case study:

## ASML

ASML, a \$14 billion semiconductor capital equipment industry leader, decided to transform their entire service organization to a more customer-focused culture because the business landscape was changing. In order to maintain their competitive edge, technology alone was no longer enough to meet customer needs. Thousands of front-line service, sales and technical development people have shifted to the Total Customer Focus™ approach. As a result, ASML has achieved thousands of hours of increased bandwidth and generated over \$50 million dollars in savings. Read the complete case study at [globalpartnerstraining.com](http://globalpartnerstraining.com).



## Relationships drive the business outcomes you're looking for.

In today's challenging business environment, technology companies have a unique opportunity to create a competitive advantage through their technical service relationships.

Global Partners Training (GPT) offers experiential programs that develop the skills your people need to create a Total Customer Focus™ culture, leading to significant, measurable payoffs for your organization.

# Get results with Total Customer Focus™

Your company can increase sales, reduce costs, solve problems faster and become a trusted business partner for your customers by implementing these three fundamental shifts in the way you think about and interact with your customers.

## Shift 1: From reactive to proactive

When dealing with a client request, the focus is typically on response. Yet imagine how the relationships would change if your customer-facing person were to anticipate problems the customer is likely to have and address them before they occur. This first TCF skill, being proactive, has an extremely positive impact on the customer's perception of your company as a trusted business partner.

GPT's **proactivity tools** help participants shift from reactive to proactive by understanding and addressing the customer's "big picture" and determining what they really want to achieve. Systematic proactivity is a powerful tool for increasing "customer delight".



## Shift 2: From technical problems to real needs

Customer-facing personnel frequently address visible technical problems only to discover later that your customer's real underlying problem has been left unresolved. Getting down to "below the water line" (a.k.a. iceberg) issues results in better long-term management of customer problems.

GPT's **discovery tools** enable your customer-facing people to gain an in-depth understanding of the sometimes hidden, non-technical issues that drive customer behavior. Your company benefits from greater empathy and trust, which increases in both directions between your customer and your team. Even the most difficult problems can then be resolved more quickly and with fewer escalations to higher levels of management.



## Shift 3: From the customer is always right to balanced outcomes

Collaborative outcomes that are both reasonable and doable are key to any mutually satisfying relationship. To achieve this, your customer-facing people must learn how to "push back" on some customer requests in order to set realistic expectations, while satisfying your customers at the same time. Easier said than done!

GPT's **balanced outcome** tools provide a framework for responding to any customer request in a way that creates realistic customer expectations without compromising your company's fundamental interests. The communication tools give your people confidence and control and the ability to quickly gain the customer's support and understanding.



## Experience a Total Customer Focus™ program

A **customized pilot program** allows your team to experience the full TCF toolkit and provides GPT and your leadership team with feedback needed to fine-tune the program for further rollout. GPT also conducts **multi-company public programs**, a terrific way to experience our toolkit on a smaller entry budget. Each experience is customized for the companies and participants in attendance and focused on situations of common interest. Public programs are organized in all regions (Americas, APAC, EMEA) and offered by the seat.

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