

Building a **Customer Centric** Strategy

presented by

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Advances in technology over the past decade have shifted power in the marketplace from the firm to the customer.

Customers now have a vast array of choices and where to buy. This shift demands changes in strategy, from focusing on the product to focusing on the customer.

In this program, you will explore the different ways that your firm can transition from a product-centric worldview to a customer-centric strategy.

First, we will establish what customer centricity means to you and why it fundamentally differs from past strategies. Next, we will examine the leadership approaches that your firm can use to build customer centric cultures. Finally, we will review examples of customer-centric strategy shifts made by firms in several areas including innovation, pricing, sales and marketing in both B2B and B2C environments. The goal is to enhance your knowledge of customer centricity and strengthen your toolkit to implement customer-centric strategies at your firm.

Who Should Attend?

Any executive who wants to learn about customer centricity and about designing a customer centric strategy

Learning Objectives and Program Benefits

- Introduction to the concepts of Customer Centricity
- Learn tools and techniques used in building a Customer Centric culture
- Discuss Customer Centricity in B2B and B2C environments
- Discover Customer Centric approaches to Innovation, Pricing, Sales and Promotion strategies

For more information and to register:
gsm.ucdavis.edu/centric

One-day program. Choose from:

WEDNESDAY

June

7

Bay Area Campus,
UC Davis GSM

FRIDAY

November

17

Gallagher Hall,
UC Davis GSM

Program Schedule

Continental Breakfast: 8:00 - 9:00 a.m.
Morning Session: 9:00 a.m. - 12:00 p.m.
Lunch: 12:00 - 1:30 p.m.
Afternoon Session: 1:30 - 4:30 p.m.

Registration Fee

This one-day program is \$1,500.

Fee includes all course materials, education fees, continental breakfast, lunch and snacks.

Special pricing available to UC Davis and GSM alumni.

Group pricing rates are available if registering two or more people from the same company at the same time.

EXECUTIVE EDUCATION