

How to Create B2B Customer Advocates

A Half-Day Workshop

B2B customers have never relied on advertising as much as B2C customers have. Until recently, to learn about the products and services they need for their companies, B2B customers relied on vendor-provided information, along with word-of-mouth insights from friends and colleagues. And the traditional sales and promotional tools for vendors included trade shows, testimonials, referrals, customer case studies, and the credibility that comes from serving reference customers. But new online technologies, including social media, have dramatically shifted the selling model. Research shows that online sources and the opinions of peers and colleagues are now the primary tools of a B2B prospect's search for information about a vendor's products, even as early as the discovery stage in the buying process. To meet this challenge, a completely new discipline has grown up among B2B vendors, involving the cultivation of *advocates* within existing customers to serve as beacons for attracting and persuading prospects. Learning about the customer advocacy discipline and how to apply it is the subject of this half-day workshop.

Note: While this agenda is topically accurate, *all* sessions and exercises in this workshop will be tailored to the needs of the client company.

Session 1. Word-of-Mouth in the Digital Era

Customers' opinions have always mattered to B2B prospects, but the rapid, online availability of interactions with customers has dramatically escalated the importance of what still amounts to word-of-mouth recommendations.

- Four stages of the buying process
- The subscription economy, and the rising importance of customer success
- Using digital technology to scale the peer-to-peer word-of-mouth channel efficiently
- Improving conversions and accelerating the sales cycle with customer advocacy
- Group exercise: TBD

Session 2. Making Emotional Connections with the *People* within Your Customers

Genuine, enthusiastic customer advocacy is generated only when a *person* within the customer organization connects on an emotional level with a product.

- Making emotional connections with your customers (Jason Sadler story)
- The non-monetary economics of customer advocacy
- Cultivating, rewarding, and challenging advocates

- Group Exercise: Satisfying the emotional needs of your advocates
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All sessions are customizable. We work with clients to understand and address specific needs and objectives of the organization to insure goals are met.

For more information on booking a workshop with Don Peppers or Martha Rogers, contact Michael Dandrea at 732.470.8004 or email mdandrea@cxspeakers.com