



“We introduce managers to the principles for developing and sustaining solid customer relationships.”

Project Management

Customer Satisfaction

Workshop Overview

Whether outside the company in the competitive marketplace or inside the company, project managers must know their customers and be able to deliver products, services, and experiences that result in high levels of customer satisfaction. In *Customer Satisfaction* we show managers how to identify their customer groups and the characteristics of each group. We show managers how to link project goals with the high strength needs of customers. We show managers how to deliver products, services, and experiences that meet the recognized needs of customers and go beyond to deliver added value. We introduce managers to the principles for developing and sustaining solid customer relationships.

Workshop Objectives

1. Managers have the mindset and skills to identify their customer groups and the characteristics of each group.
2. Managers understand how to link project goals to the high strength needs of their customers.
3. Managers understand how to go beyond needs recognized by their customers to areas of value as yet unrecognized. They understand how to capitalize on these areas to deliver superior value to their customers.
4. Managers understand how to establish and sustain solid customer relationships.

Take-Home Value for Managers and their Company

1. Projects deliver higher value to their customers.
2. Customers have better experiences in dealing with the company.
3. Customers have high levels of satisfaction and become advocates for the company.

Time Frame

1 day

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Post-Workshop Coaching

Steve Dudley Associates is committed to the successful application of our workshop materials. We offer one-on-one coaching as a value-added option for each of our workshops. Please click on the “Coaching” tab to see a description of our workshop follow-up coaching program.

Workshop: *Customer Satisfaction*

Recommended coaching sessions: 2-4

Suggested areas of coaching support:

- Identifying customer groups and characteristics.
- Linking project goals to delivering value to customers.
- Developing the mindset and behaviors that lead to solid customer relationships