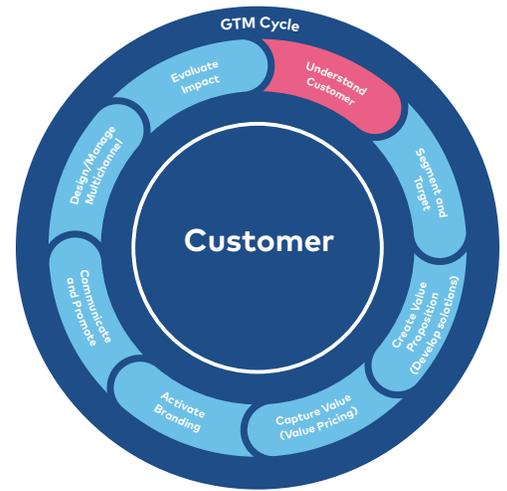


# Marketing Excellence:

# Customer Understanding



*Create alignment and a common marketing mindset and language*

We believe that developing deep customer understanding is powerful and goes beyond simply gathering information about your customers. It is an ongoing process designed to capture the continuous changes in customer behavior and preferences in their specific market environment.

The key to effective marketing is to begin with rich customer information in order to gain a clear understanding of a customer's needs, and then to share this with Sales, Customer Service, Research and Development, and other functions. This helps the organization become better aligned while serving the customer at each touchpoint throughout their customer journey.

To develop deep customer understanding, start by using the information you have about your customers to clearly define their buying journey and to identify their needs at each stage in that buying journey. Use this understanding to influence how your organization uses marketing communications at each stage to satisfy customer needs. In other words, profound customer understanding forms the basis for segmenting your target market, developing segment-specific value propositions, and leveraging a customer-centric, go-to-market approach.

## **Audience:**

**Marketing:** Product Marketing, Branding, Digital Marketing, Communications

**Sales:** Sales Reps, Channel Partners

**Other functions:** Product Manager, Customer Success, Commercial Roles

## **Program Modules:**

**Introductory module:** Develop Customer Understanding

**Capability-Focused modules:** Conduct Empathy Mapping, Map Your Customer Journey

## Learning Objectives:

1. Identify issues or changes in customer behavior and the market environment that require deeper understanding
2. Differentiate customer insights from customer information
3. Choose an appropriate model to gather the needed data and information
4. Analyze the gathered information in depth to understand the drivers, motivations, and needs of customers
5. Activate deeper customer understanding by collaborating with other customer-facing functions of the organization

## Key Differentiators

1. Leading-Edge POV on what marketers need today
2. Integrated with Seller & Buyer Cycle
3. People side of marketing: Tailored to your company's and people's needs and to personalizing the value
4. Customization for various industry and client needs
5. Research-based content
6. Virtual, in-person, and self-paced
7. Processes, tools, and application-oriented/experiential learning
8. Targeted, results-oriented learning journeys, supported by our impact maps and our unique approaches to measuring results
9. Go-Do's (on-the-job application of learnings)