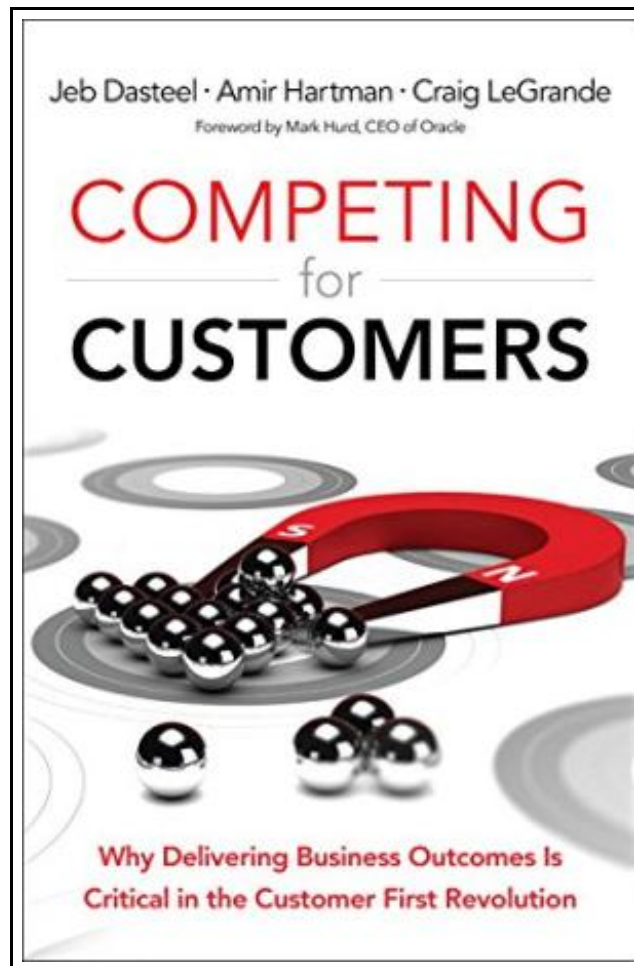


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COMPETING FOR CUSTOMERS: WHY DELIVERING BUSINESS OUTCOMES IS CRITICAL IN THE CUSTOMER FIRST REVOLUTION



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Pearson Education (US). Hardback. Book Condition: new. BRAND NEW, Competing for Customers: Why Delivering Business Outcomes is Critical in the Customer First Revolution, Jeb Dasteel, Amir Hartman, Craig LeGrande, With the right customer success strategy, when your customers win, you win! In this guide, world-renowned customer success expert Amir Hartman and Oracle Chief Customer Officer Jeb Dasteel give you a clear, focused, usable roadmap for developing and executing a customer success strategy capable of delivering immense return on investment. Everyone talks about customer focus these days, but achieving it requires you to go far beyond "customer advocacy": you must bring your customer's perspective into every aspect of your business strategy, with a relentless focus on helping customers achieve measurable business outcomes. This doesn't just happen. It requires a comprehensive, tested blueprint that integrates all facets of customer-centricity, from lead to revenue to retention: the blueprint you'll find in Competing for Customers. Using new examples from great companies like Oracle, Cisco, FedEx, P&G, and Deutsche Bank, Hartman and Dasteel identify a foundation of unifying principles and tactics that consistently work. Next, they guide you through every step of planning and execution, supporting you with clear tools and templates based in real organizational practice. The best way to reap long-term profits is to embed your customers' success throughout your own corporate DNA. That's what the world's best companies do. If you're an executive, entrepreneur, consultant, strategist, or marketer, Competing for Customers will help you do it, too -- right where you are, right now.



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