FOR THE EVENT PROGRAMME

Interactive workshops

Use the description for the session you have booked. We can work with colleagues from one business or delegates from several businesses.

HALF DAY

Solving Your Customer Growth Challenge Together

Bring one enquiry, lost sale or missed booking. Mark Preston works back through the conversation with the room. What did the buyer ask? What did the business assume? What could you change before the next enquiry comes in?

WHAT PEOPLE LEAVE WITH

A short action list, a named owner and one change the team can try tomorrow.

FULL DAY

Solving Your Customer Growth Challenges Together

Bring two or three connected challenges. Trace where the same buyer gets stuck, choose what to change first and rehearse it with someone playing the customer. The room uses what it learns from that conversation to refine the change and decide how to put it into practice.

WHAT PEOPLE LEAVE WITH

A rehearsed change and a 30-day plan with owners, priorities and a review date.

A line for the joining email

Think of a sale you thought you'd won. What did the buyer ask, what did you send back, and when did it go quiet? You can change the details and leave out customer names and figures.