MERCURY

Centric B2B Company Customer Workshop

5 – 9 April 2027
Rome (Italy)



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Ref: 15745_325060 **Date:** 5 – 9 April 2027 **Location:** Rome (Italy) **Fees:** 6200 Euro

Introduction:

The Centric B2B Company Customer workshop is designed to provide businesses with the tools and insights necessary to implement a customer-centric model within the B2B landscape successfully. As customer expectations evolve, focusing on a customer-first approach has become crucial for sustaining long-term business relationships and driving growth. Participants will explore key concepts and strategies for becoming truly customer-centric.

This Centric B2B Company Customer workshop will introduce the theoretical foundation, explore what it means to be customer-centric in a B2B context, and provide inspiring case studies. It will focus on practical group work, where participants will analyze real-world performance and develop actionable roadmaps. The workshop will conclude with presentations and discussions to cement the learning experience.

This Centric B2B Company Customer workshop is designed to equip participants with essential insights into transforming their organizations into customer-centric enterprises. In today's competitive landscape, customer-centric organizations are crucial for the success of B2B companies. This workshop will delve into the meaning and definition of a B2B company, emphasizing how customer centricity in B2B enhances customer engagement.

Understanding customer-centric B2B companies provides a framework for developing effective customer-centric strategies. Participants will explore why customer engagement is important to B2B companies and how it impacts overall success. By focusing on B2B customer-centricity, attendees will learn to leverage customer-centric solutions to improve marketing efforts and foster long-term client relationships.

In addition, the workshop will cover the customer-centric definition, highlighting the core principles that define customer-centric companies. Participants will gain access to a B2B company database, enabling them to identify best practices in B2B customer centricity and implement these strategies effectively. Enhance your understanding of creating a truly customer-centric organization that thrives in the B2B marketplace.

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Targeted Groups:

- B2B Sales Professionals.
- Customer Relationship Managers.
- Business Development Teams.
- Marketing Managers in B2B.
- Account Executives.
- B2B Product Managers.
- Customer Success Teams.
- B2B Strategy and Operations Leaders.
- Business Analysts in B2B.
- Senior Leadership in B2B Companies.

Workshop Objectives:

At the end of this Centric B2B Company Customer workshop, the participants will be able to:

- Understand the fundamentals of the customer-centric model in B2B.
- Learn how to transform a B2B business to be customer-centric.
- Analyze successful case studies of customer-centric B2B companies.
- Identify key drivers of customer satisfaction and loyalty in B2B.
- Develop skills to map the customer journey and touchpoints in B2B.
- Assess organizational performance from a customer-centric perspective.
- Collaborate in groups to create actionable customer-centric roadmaps.
- Present and discuss final implementation strategies with peers.
- Foster cross-functional approaches for improving customer engagement.
- Build long-term customer value through focused B2B strategies.

Targeted Competencies:

By the end of this Centric B2B Company Customer training, the participant's competencies will:

- Understanding of Customer-Centric Models.
- Strategic Customer Relationship Management.
- Customer Journey Mapping.
- Data-Driven Decision-Making in B2B.
- Customer Needs Analysis and Insight Development.
- B2B Customer Experience Optimization.
- Implementation of Customer-Centric Strategies.
- Cross-Functional Collaboration for Customer Success.
- Performance Measurement from a Customer-Centric Perspective.
- Roadmap Development and Execution.

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Workshop Content:

Unit 1: Introduction to the Customer-Centric Model in B2B:

- Definition and key principles of customer-centricity in a B2B environment.
- Differences between product-centric and customer-centric approaches.
- Importance of customer focus in B2B markets.
- Overview of the customer journey and its significance in B2B.
- Identifying the challenges of becoming a customer-centric organization in B2B.

Unit 2: Steps to Becoming a Customer-Centric B2B Company:

- Aligning business goals with customer needs.
- Building a culture that values customer-centricity.
- Cross-functional collaboration for customer success.
- Using data and insights to understand customer preferences.
- Implementing customer-focused KPIs and metrics.
- Role of leadership in driving customer-centric initiatives.

Unit 3: Case Studies of Successful Customer-Centric B2B Companies:

- Real-world examples of B2B companies that successfully adopted customer-centric models.
- Key strategies and best practices used by these companies.
- How does customer-centricity improve business performance and customer loyalty?
- Lessons learned from B2B companies that should have adopted a customer-centric approach.
- Comparative analysis of various industries implementing customer-centric models.

Unit 4: Group Performance Analysis from a Customer-Centric Perspective:

- Group activities to assess current organizational performance.
- Tools and techniques for analyzing customer-centric performance.
- Evaluating customer satisfaction, loyalty, and touchpoints.
- Identifying gaps in customer-centric processes within B2B.
- Sharing group insights and feedback for continuous improvement.

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Unit 5: Roadmap Development and Final Implementation:

- Steps to develop a customer-centric roadmap for B2B.
- Setting measurable objectives for customer-focused transformation.
- Action plans for long-term customer relationship building.
- Group presentations of developed roadmaps.
- Open discussion and feedback on implementation strategies.
- Final steps to solidify customer-centric practices in the organization.