



Centric B2B Company Customer Workshop

16 - 20 Jun 2025
Casablanca (Morocco)



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Ref.: 15745_325039 **Date:** 16 - 20 Jun 2025 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

Introduction:

The Centric B2B Company Customer workshop is designed to provide businesses with the tools and insights necessary to successfully implement a customer-centric model within the B2B landscape. 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.

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 course, 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:

- 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.

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.

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.



**Registration form on the :
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