

Customer Building

- *Positive company cultures and engaged employees SELL and SERVE customers better.*
- *Helping all employees—companywide and in all roles—understand how to Create and Keep Customers.*
- *In the COVID-19 health and economic crisis ... Creating and Keeping Customers has never been more important.*

ACHIEVE GOALS

A positive company culture—envisioned and nurtured by its leadership and embraced by its employees—leverages organizational systems and resources to more effectively drive strategic growth and financial performance.

All businesses understand that effectively SELLING and SERVING your customers is central to its success.

CUSTOMER BUILDING—IT'S ABOUT CREATING AND

Companies are most successful when ...

- ◆ All employees understand roles, responsibilities and company performance expectations of them.
- ◆ Company leaders support a positive culture that optimizes employee engagement and drives positive customers experiences.
- ◆ All employees—within their specific roles and responsibilities—know how to Sell and Serve .



Playbooks accelerate business growth by landing new customers and retaining them.
Playbooks increase revenue, profitability, and predictability. It can happen **FAST**.

Playbooks help prevent a major “we really dropped the ball this time” or a series of smaller “under the radar” failures to meet customer expectations that can hurt business growth and negatively impact desired financial metrics.

Playbooks help employees to understand—in their specific job—HOW they can better SELL and SERVE through their customer interactions and work product. Playbooks are **SIMPLE Road Maps** to improve individual, team, and companywide performance. From long-term employees to newly hired junior employees, Playbooks help everyone to be better at their job.



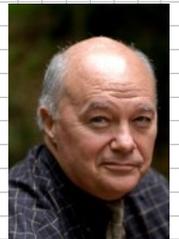
Customized and Simple

Playbooks capture **WHAT** is unique about your business.
Playbooks visually map **HOW** company processes and systems support **HOW** improving employee capabilities and behaviors brings value to **YOUR** customers and accelerate **YOUR** company's success.

“The Marsden Sales Playbook (MSP) has become a centralized standard for our sales leadership team and the entire sales force.”

Richard M. Catchman, Chief Sales Officer
Marsden Services

“Customer Building Playbooks are always customized for each company and purposefully designed to deliver a **SIMPLE ROAD MAP**... so that all employees Sell and Serve their customers far more effectively.”



Mark E. Spiers
CEO & Founder