



Competing for Customers: Why Delivering Business Outcomes is Critical in the Customer First Revolution

Jeb Dasteel, Amir Hartman, Craig LeGrande

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Business-to-business customer expectations have changed. To survive—and thrive—in today’s economy, where customers are constantly reevaluating their purchases and looking at options never available before, you need to deliver business outcomes, not features and functionality.

Suddenly, your “sale” is no longer a one-time event: it’s a relationship that demands continuous care and nurturing. You need to constantly deliver, measure, and demonstrate the value you create for your customers.

Like it or not, it’s your job to make sure your customers succeed—and keep on succeeding—with what you’ve sold them. That job has a name: “Customer Success.”

Delivering customer success means radically changing the way you engage with customers—from sales, to marketing, to engineering and support. This book gives you a complete framework for doing just that. Step by step, you’ll learn how to make sure your customers are achieving business outcomes from your offerings...now, next year, and for years to come.

Embed customer success in your organizational DNA, in 3 steps:

Listen : Truly understand what it means for your customers to succeed with your offerings

Engage: Start a productive dialogue, collaborate to solve problems, and promote awareness of the value you create

Ensure: Innovate to deliver on your promises, prove it to the customer, and build retention

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Alexandra Stafford:

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provide you knowledge, except your current teacher or lecturer. You get good news or update about something by book. Amount types of books that can you decide to try be your object. One of them is niagra Competing for Customers: Why Delivering Business Outcomes is Critical in the Customer First Revolution.

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