

Engineering the Customer Loyalty™

To Engineer (v): "To skillfully or artfully arrange for a situation to occur."

Loyalty (n): "The quality or state of being loyal. Faithful; unswerving in allegiance to."

Intended Outcome

Participants will learn how to build customer loyalty by demonstrating impeccable care for customer concerns throughout the execution phase of a contract, in order to lower the time, energy and expense of generating repeat business and customer referrals.

Once a contract is signed, responsibility for sustaining positive customer relations typically transitions from a company's BD and/or Sales Professionals to a Program Manager (PM) or Project Engineer (PE). Unfortunately, this transition is too often engineered poorly, resulting in delays to time-sensitive tasks, awkward missteps, increased program risk, and rapid decline in customer trust and confidence (aka "buyer's remorse"). Extending our proven, scientifically-based framework from ***Engineering the Customer Relationship™*** for BD and Sales ("promise-makers") to PMs, PEs and other program personnel ("promise-keepers"), course participants learn new skills for taking impeccable care of human and business concerns in order to produce an unexpected level of customer loyalty.

Intended Audience

Program/Project Leaders and other customer-facing personnel involved in contract execution, including Engineering, Contracts, Finance, Operations, Logistics/Field Service, and Strategic Partners/Suppliers.

Course content assumes participants have a basic understanding of applicable project/program elements (SOW, WBS, schedule, budget, EVM, risks, etc.), PM processes (initiate, plan, schedule, monitor, control, etc.) and methodologies (Waterfall, Agile, DevOps, Risk Management, etc.). No prior customer relationship training is required; however, prior participation in our ***Engineering the Customer Relationship™*** and/or ***Engineering Compelling Proposals™*** programs is helpful.

Our Uncommon Framework

We leverage "Neuroeconomics," an emerging, multi-disciplinary science, consisting of:

- **Neuroscience:** How the brain is organized and functions.
- **Cognitive Psychology:** Attention, memory and use of language.
- **Behavioral Economics:** Decision making under risk and uncertainty.

Why this framework?

Complex projects and programs require leaders capable of building effective customer relationships which engender trust and confidence, especially in an environment of risk and uncertainty. This is an essential skill to successful contract execution.

Typical program management or project engineering training is focused on developing skills to manage the "what" (WBS), "who" (CAM), "when" (IMS) and "how" (PMP, ISO Processes) to efficiently drive task completion and deliveries. While necessary, these skills are insufficient to ensure customer satisfaction, to say nothing of customer loyalty. A task-execution focused approach can lead to breakdowns by assuming contract requirements effectively translate customer insights into "Why" (Mission) and for "Whom" (User). Further, this approach limits PMs possibilities for recovery when planning oversights,

resource constraints, or “known-unknown” risks materialize, and for customer gratification when their underlying concerns emerge. By teaching program leaders how to build and cultivate relationships based on mutual trust, they can open up an expanding realm of possible actions, which when executed effectively, can lead to mutual benefit, gratitude and loyalty.

Framework Origin

Appropriating the works of accomplished thinkers for pragmatic situations.

Our training materials cite many well-researched and proven theories from a variety of disciplines.

- Dr. Fernando Flores (Philosopher/Entrepreneur): “*Conversations for Action*”
- Dr. Daniel Kahneman (Psychologist, Nobel Laureate): “*Thinking Fast and Slow*”
- Dr. Richard Thaler (Behavioral Economist, Nobel Laureate): “*Nudge*”
- Dr. Stephen Covey (Psychologist): “*7 Habits of Highly Effective People*”
- Daniel Goleman (Psychologist): “*Emotional Intelligence*”

Overview of the Training Modules

Course distinctions focus on learning new skills and sensibilities in the art and science of building loyalty during contract execution. These skills help students to:

- Recognize gaps between customers’ underlying concerns and contractual requirements.
- Perform assessments of alternatives to address customer concerns.
- Identify sources of human-centric breakdown before commitments are impacted.
- Manage customer commitments to build and restore trust.
- Conduct more effective and efficient “conversations for action.”
- Increase their possibilities for recovery and improvement of customer relations.

Delivery Options

- 1- to 4-day live onsite
- Remote, interactive Seminars/Workshops
- Performance support webinars to enhance retention and accelerate skill acquisition.

Products

- Participant manual / notetaking guide (Included).
- Textbook: “*Conversations for Action*” by Dr. Fernando Flores (Included).

Program Principal



John Oelschlaeger is President and Founder of Finish Well Partners, LLC, a leadership consulting, development and coaching business working to strengthen leader’s human relationship skills to improve business results. With over 30 years of business leadership experience at F500 companies, John’s skill in delivering above-plan results while developing future leaders and building loyal customer relationships is no academic exercise. In fact, in his previous SVP/GM position, John’s largest customer (US Army) rated his programs VG to EX on every CPAR for the past 5 years. And when John left to start FWP, this same Army customer requested John provide leadership training at his next staff offsite! For evidence of other above-plan results, loyal customers, current clients, and/or current leaders/previously coached, please contact John@finishwellpartners.com or call 727-265-6015.