

Engineering the Customer Relationship®

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

Relationship (n): "State of being connected."

The Situation

We're always selling.

We claim that selling is a fundamental human activity that goes well beyond the mere offer of products and services to external customers. In business, we also sell our engineering designs to colleagues; our product investment requests to corporate leaders; and leadership to our subordinates. With that in mind, we have created an uncommon, scientifically proven framework that enables participants to design and craft authentic, ethical, powerful narratives that sell.

Intended Outcome

Increased probability offers to internal colleagues and external customers will be accepted.

We have adopted a framework for providing highly technical individuals with the skills & sensibilities to ***look beyond stated requirements to reveal the underlying human and business concerns to enhance customer relationships***. We enable you and your team to develop a well-grounded, scientifically-based way of being to overcome the discomfort and anxiety that these "sales" conversations often produce.

Intended Audience

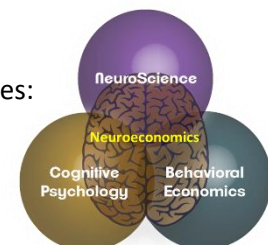
Non-sales yet customer-facing roles such as Engineering, Program Management, Contracts and Finance.

This program is designed specifically for those without any formal customer relationship training. Customers, by definition, can be either internal or external to your organization making this program extremely powerful for anyone seeking more influence with their colleagues, customers, subordinates and superiors.

Our Uncommon Framework

We leverage "Neuroeconomics," the emerging interdisciplinary field that encompasses:

- **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?

Trying to persuade through sheer will and persistence has shown to produce limited results.

We have used this framework and its underlying principles to build highly-valued relationships. Engaging with others ... ***with their brains in mind...*** is a much more artful way to interact. By leveraging the language of coordination, we and the clients we have trained have produced outsized win rates and influenced hundreds of millions in revenue generation. In designing this offer, our mutual purpose is to restore the human-to-human (H2H) nature of business.

Our Mission: *Putting the H2H back into B2B.*

On the Shoulders of Giants

Appropriating the works of accomplished thinkers for pragmatic situations.

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

- Philosopher-Entrepreneur **Dr. Fernando Flores**: *“Conversations for Action.”*
- Biologists Drs. H. Maturana and F. Varela: *“The Tree of Knowledge: Biological Basis of Human Understanding”*
- Nobel Laureate, Dr. Daniel Kahneman: *“Thinking Fast and Slow”*
- Stanford Computer Scientist Dr. T. Winograd (with Dr. Flores): *“Understanding Computers and Cognition”*

Proven Instructional Technique

Satisfied Fortune 250 companies:

- *“Instructor was very knowledgeable, professional, and extremely effective.” – Director of Programs*
- *“Fundamental introduction, spurred interest in future study.” – Government Civilian, GS-15*
- *“Excellent class! Kept presentation interesting. Very relevant material.” – VP, BD*
- *“Best, most useful [company training] I’ve taken so far.” – Director of Engineering*

Sampling of the Training Modules

- Using **five fundamental “Speech Acts”** in workplace conversations.
- Recognizing and interacting with each of the **four human behavioral types**.
- Understanding the **four attributes of Trust**.
- Using Freytag’s Pyramid to go beyond stated requirements to **reveal underlying concerns**.
- Applying the **Principle of Marginal Utility** to craft highly-valued offers.
- **Practical, tailored group exercises.**

*It’s far more important to know
what person the disease has than
what disease the person has.
- Hippocrates*

Delivery Options

- 1- or 2-day seminar
- Live, interactive, remote learning.
- Performance support webinars to enhance retention and accelerate skill acquisition.

Artifacts

- Participant manual / notetaking guide (Included).
- Tools, templates and Mastermind Mandala™.
- Textbook: *“Conversations for Action”* by Dr. Fernando Flores (Included).

Founder / Educator



Jeff Goldfinger

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- Led or consulted on teams that have won \$1.35Bn+ of new business
- 82% competitive win rate (more than twice the industry average)
- Internationally recognized public speaker
- Business Unit Lead, Business Development, ITAR Sales, Capture Manager, Program Manager
- Veteran, Naval Flight Officer
- Commercial pilot SEL, instrument rating