

Customer-led Accelerator

Reveal new opportunities + focus your efforts on what matters most

LEVEL UP + SMASH YOUR GOALS IN JUST THREE HOURS

Engaging, educating + energising.

Through our signature process based on our **Customer Strategy Framework™**, we'll help you **find** the gaps, **focus** your efforts + develop a plan to **fix** the issues holding you back. Forget flailing + flicking between solutions, this session will change the way you do with business. Reframe the way you see your business, your team + your customers.

WHY SHOULD YOU ACCELERATE TO BEING CUSTOMER-LED WITH US?

- **Greater Revenue:** Over 55% greater cross-sell + up-sell over competitors who don't focus on being customer-led.
- **Greater Referrals:** Better + more positive word-of-mouth, driving over 2.5x greater revenue from referrals
- **Greater Return on Marketing Investment (ROMI):** A focus on being customer-led reaps over 50% greater ROMI than for businesses that don't
- **More positive social media:** Nearly 25% more positive social media mentions than those who don't focus on their customer.

WHO IS THIS PROGRAM FOR?

This no-nonsense management workshop is for CEOs, CCOs, business owners + senior leaders who want to get their leadership team back on track + realigned with their strategic objectives

If you feel like:

- Your organisation is **rudderless** + lacking direction
- You're **wasting resources** with teams pulling against each other
- You're **expending energy** constantly keeping everyone on track

Then this workshop is for you.

WHAT YOU'LL COME AWAY WITH

- ✓ **New perspectives** on how you view your customer + how building customer capabilities help you build a better business
- ✓ **A benchmark** for where your business is today, to know where you're starting from
- ✓ **Gaps + priorities** identified specific to your business, helping you to cut through the noise + gain alignment on what to do next
- ✓ **An action plan** you take back to your teams to maintain the momentum you unearthed in the management workshop
- ✓ **New energy** for your business, setting you up for success for the future

YOUR GUIDE:

Your facilitator, Sueanne, is globally renowned for helping businesses + organisations become customer-led. One of **Australia's leaders** of customer experience, she has 30+ years of experience, transforming leading global brands to put the customer at the heart of their operations.



“

I've learnt more in this one day than in the two years of my Management Diploma!

- Jane Webster, Workshop Attendee



“

Do it. Take action and do it - attend the masterclass, you'll get amazing value!

- Isabella Shoard, Workshop Attendee



5★

participant feedback

GET STARTED

Call us on 1300 162 997 or email us hello@customerframe.com for more info!

Customer-led Accelerator

COST + INCLUSIONS

Starting at **\$495 +GST** including full workshop in the unique CF Customer-led Accelerator methodology, access to bespoke templates, comprehensive workbook + all learning materials, + a graduation present for all participants.

LEVEL ONE	LEVEL TWO	LEVEL THREE
WORKSHOP ONLY	WORKSHOP + FOLLOW-UP	INTEGRATED PROGRAM
\$ 495 +GST	\$ 995 +GST	\$ 6,750 +GST
<ul style="list-style-type: none"> ✓ 3-hour workshop with like-minded business leaders incl workbook 	<ul style="list-style-type: none"> ✓ 3-hour workshop with like-minded business leaders incl workbook ✓ 1-month check-in with Sueanne Carr (1 hour) 	<ul style="list-style-type: none"> ✓ 3-hour management workshop with like-minded business leaders incl workbook ✓ 1-month check-in with Sueanne Carr (1 hour) ✓ 6-month coaching package (2 hours per month)

WHAT OUR CLIENTS SAY ABOUT CUSTOMER-LED ACCELERATOR

Having successfully delivered countless programs + workshops across the country, our clients + attendees have some pretty nice things to say about our style + the impact we make on their organisations + businesses. Check out what some of our alumni have said about our Customer-led Accelerator Program:



"The best three hours out of your week to focus on what's important to your business from people who care + have a significant amount of experience in this space. It was challenging + helped me find gaps I never knew we had."

Nerida Trappett
Director
Rivers Insurance Brokers



"CF is the best! I wasn't expecting such a detailed plan to go back to the office with, with a checklist of nine items to start ticking off immediately.

It was time well spent!"

Suzie Majer
Talent Director + Owner
Majer Recruitment



"It was fantastic! It was interactive! I've never done that before. I've never been to a workshop that focused solely on the customer. Never. It's completely unique. I couldn't recommend it more."

Tyson Cobb
CEO
Practice + Pixels



"If you want to break through the fluff - bring in the experts of CF! This workshop makes you step back + ask yourself questions you've never thought of asking but are critical to growing your business. Forget people who tell you they're customer experience experts - these guys are the real deal!"

John Knight
MD + Co-Founder
businessDEPOT



BOOK YOUR PLACE AT OUR PUBLIC WORKSHOPS TODAY

Call us on 1300 162 997 or email us hello@customerframe.com for more info!

CUSTOMER FRAME

putting the heart back into business