Guest,

Welcome to:

Customer Relationship Management
Everything Is Accomplished Through Relationships

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here:

Featured Guest:
Tom Drucker, CEO
Consultant In Corporate Innovation
Phone: 310-306-2066
Email: tom@corporateinnovation.com
Website: www.corporateinnovation.com

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403
T 310.453.6556
F 310.828.6987
reception@lighthouseconsulting.com

- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Customer Relationship Management - CRM

- Defining our topic today
- Describing the scope and importance of CRM to you and your company
- Clarifying for yourself what you'd like to get out of today's conversation
Who Are Your Customers?

- **Externally** who are your customers?
  - Knowing the costs of acquiring a customer, retaining a customer and losing a customer

- **Internally** there are many customer relationships that also matter

---

**Featured Guest:**
Tom Drucker, CEO
Consultant In Corporate Innovation

Phone: 310-306-2066
Email: tom@corporateinnovation.com
Website: www.corporateinnovation.com

---

**Host:**
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
**Author of** Cracking The Personality Code

Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com
Customer Relationship Management: Defining What It Is

- It's a mindset
- It's a process
- It can be measured

- Defining CRM for yourself and for your organization
Customer Relationships Matter More Today Than Ever Before

- Understanding the competitive landscape of your industry and your market
- Knowing your specific competitors and defining your value proposition in your marketplace
- Appreciating the importance of Talent Management to the success of your business

Featured Guest:
Tom Drucker, CEO
Consultant In Corporate Innovation
Phone: 310-306-2066
Email: tom@corporateinnovation.com
Website: www.corporateinnovation.com

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com

In-depth Workstyle & Personality Assessments
Interpersonal Coaching
Workshops - Cracking The Personality Code
Career Guidance
What Is The Meaning Of A Mindset?

- As people see the world, so they behave. - David Logan
- Behavior is directly correlated to perception. To change behavior, shift perception. – Warren Bennis
- Notice your (and your colleagues') mindset related to customers

Featured Guest:
Tom Drucker, CEO
Consultant In Corporate Innovation
Phone: 310-306-2066
Email: tom@corporateinnovation.com
Website: www.corporateinnovation.com

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com
Creating and Sustaining Great Relationships

- **Listening** to the words, meaning and mood behind the words

- **Active empathy:** speaking with the intention that the other person feels understood and appreciated

- **Repairing and recovering** customer relationships through providing something of value

---

**Featured Guest:**
Tom Drucker, CEO
Consultant in Corporate Innovation
Phone: 310-306-2066
Email: tom@corporateinnovation.com
Website: www.corporateinnovation.com

**Host:**
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com
Stories From The Front Lines Of Customer Service

- Supplier to supply chain partner
- New car purchase
- Telephone and cable: Verizon VS. Time Warner
  – Who is easier to do business with?

- Lessons learned from these stories

Featured Guest:
Tom Drucker, CEO
Consultant In Corporate Innovation
Phone: 310-306-2066
Email: tom@corporateinnovation.com
Website: www.corporateinnovation.com

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com
Measuring Customer Service

- One conversation at a time
- Metrics that matter
- Identifying trends

- Learning matters more than counting

Featured Guest:
Tom Drucker, CEO
Consultant In Corporate Innovation
Phone: 310-306-2066
Email: tom@corporateinnovation.com
Website: www.corporateinnovation.com

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com
The happiest people don't have the best of everything, they just make the best of everything.

- Zappos culture applied to a professional services firm
- Working hard for something we don't care about creates stress; working hard for something we love is called passion.

- Did each of you take away from today's conversation something of value for yourself and your company?
Thank you for your thoughtful participation, questions and willingness to improve the quality of your customer service relationships

Customer Relationship Management
Everything Is Accomplished Through Relationships

Click Here to contact our Featured Guest directly.

Click on this link to sign up for our upcoming Open Line:
Technology Can Transform How You Do Business

Presented by
Lighthouse Consulting Services, LLC

Featured Guest:
Tom Drucker, CEO
Consultant In Corporate Innovation
Phone: 310-306-2066
Email: tom@corporateinnovation.com
Website: www.corporateinnovation.com

Host:
Dana Borowka, MA
CEO, Lighthouse Consulting Services, LLC
Author of Cracking The Personality Code
Phone: (310) 453-6556, ext. 403
Email: dana@lighthouseconsulting.com
Book: www.crackingthepersonalitycode.com