

Webinar on

Surveying & Benchmarking

Learning Objectives

- *Define your ideal customer (internal or external)*
- *Develop probing questions to surface unarticulated expectations*
- *Use simple tools to dig out expectations*
- *Construct surveys that provide valid information*
- *Develop innovative solutions*
- *Measure your performance against industry leaders to spur ongoing improvement*



In this webinar you will learn to construct surveys and benchmarks that provide you with critical information to meet your needs.

PRESENTED BY:

Rebecca Staton-Reinstein, Ph.D., in her career as a manager, corporate officer, and business owner, has conducted a wide variety of surveys and benchmarking studies. She developed and taught these elements around the world for her clients and training organizations, and to build her own business. Rebecca, as President of Advantage Leadership, Inc.

On-Demand Webinar

Duration : 90 Minutes

Price: \$200

Webinar Description

No matter what business you are in, you must be able to understand customers' expectations, even when they cannot articulate them easily. You must measure yourself against industry leaders to assure you are able to provide great value to your internal and external customers. Although there are times when you want a third party to conduct these studies, you can learn simple tools and approaches and dig out what's missing for customers. You can then apply the principles to your existing target market and integrate this into your ongoing strategic planning and execution. In addition to gaining accurate and useful information, you can use the data to develop a recipe for improvement and innovation.

Many companies conduct customer satisfaction surveys or develop customer requirements for new business-support systems. The research shows these two key processes are fraught with errors and problems. Learn to construct surveys and benchmarks that provide you with critical information to meet your needs.



Who Should Attend ?

Business owners

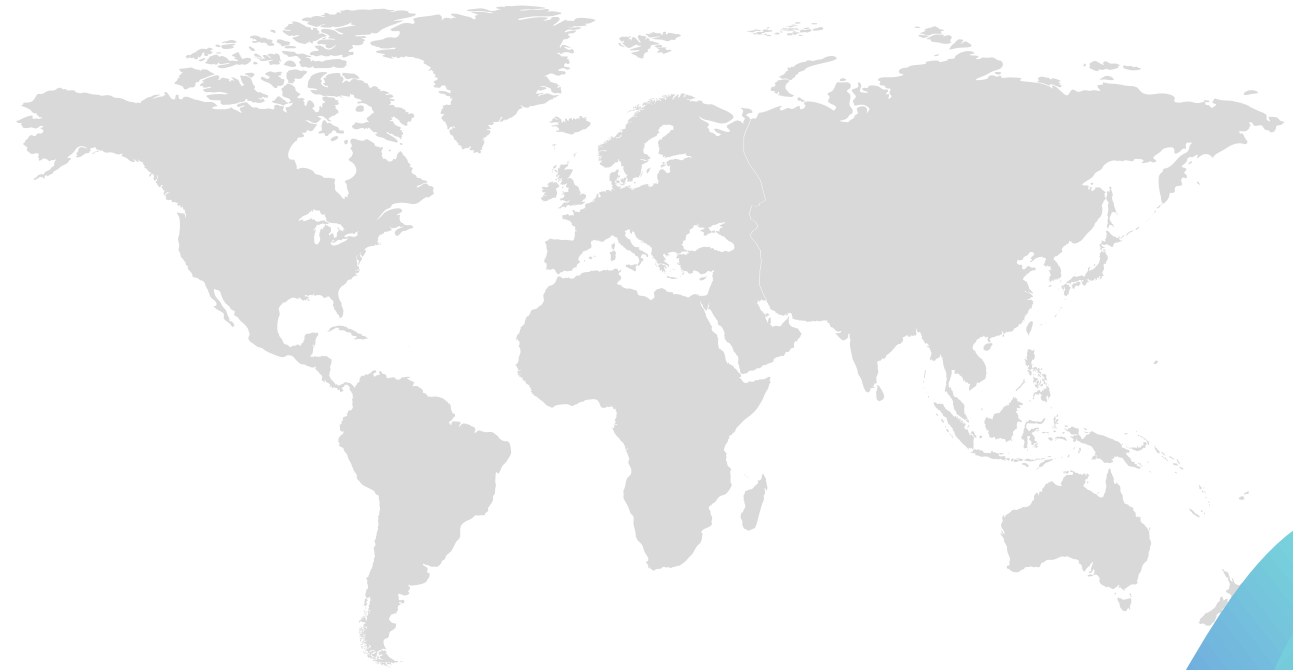
Customer service leaders

Marketing and Sales leaders , Management team

Individual salespeople

Project managers (Getting customer requirements)

Leaders and managers concerned with improving results



To register please visit:

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