

The Three Keys to Engaging C-Suite Executives

How Driving Better Relationships with C-Suite Executives
Will Improve Your Top and Bottom Line Results

True or False

- My company could have stronger relationships with customer C-Suite executives
- My company could do a better job of providing customer C-Suite executives with strategic insight and information that they can use to be more successful
- My company could have more success attracting customer C-Suite executives to meetings and events
- My company could do a better job of understanding how our brand promises align with our customer C-Suite executives experience
- My company could use a more robust process for developing, planning, implementing and measuring programs designed to engage customer and prospect C-Suite executives



Even If You Answered True Only Once...

- You can't afford NOT to address this disconnect with your customers' C-Suite executives
- Without these relationships it's harder to:
 - Drive retention
 - Drive top and bottom lines
 - Drive value co-creation

What Attracts C-Suite Execs?

- Peers
- World-class thought leaders
- True value in exchange for time, effort and expense
- Unique, peak experiences

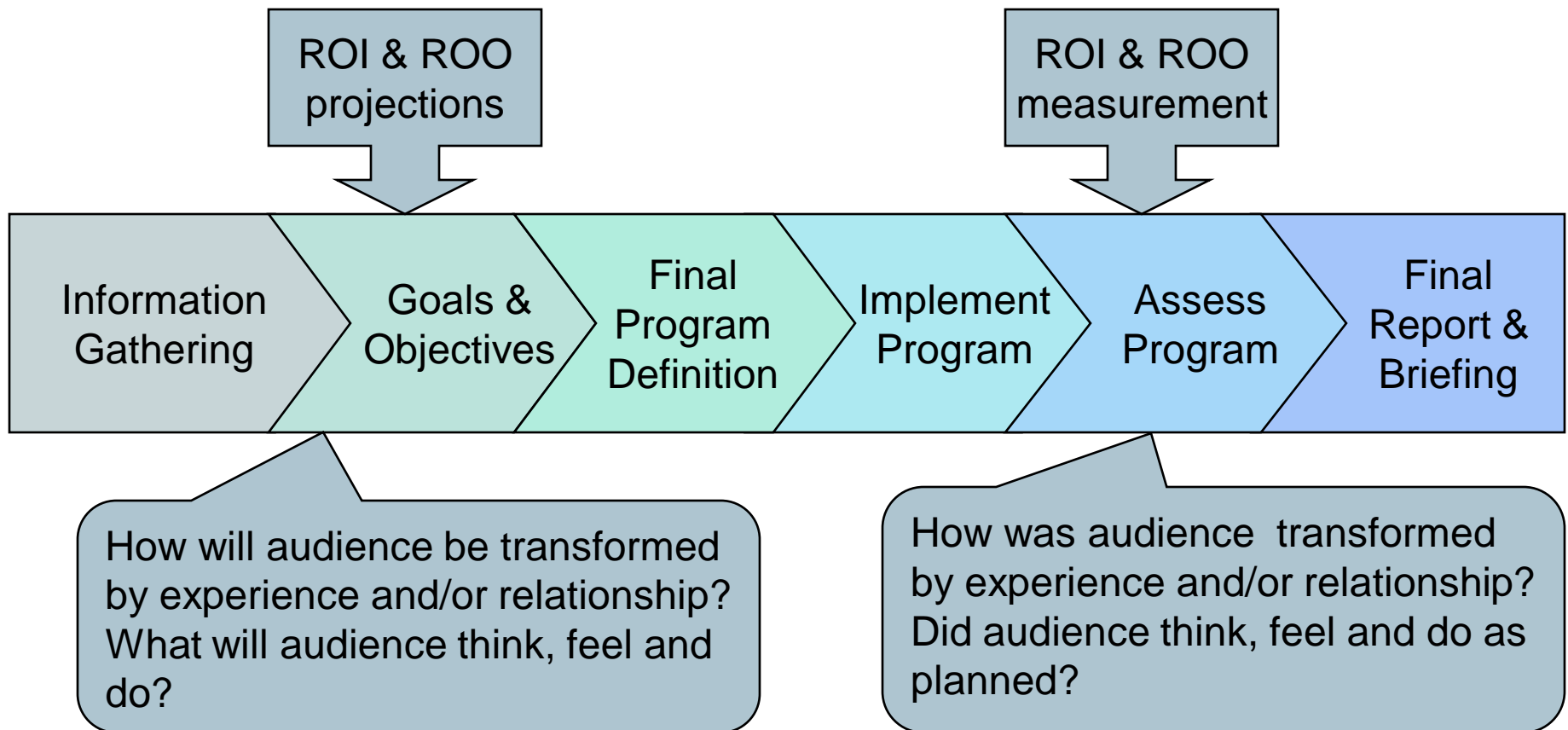
Three Keys to Attracting C-Suite Executives

- Stimulate the intellectual
 - Peers
 - World-class thought leaders
 - Time for reflection
- Stimulate the emotional
 - Peers
 - Time for relaxation
- Create a peak experience
 - World-class venues
 - World-class activities

C-Suite Engagement Programs Deliver

- Target and deliver C-level executives exclusively and repeatedly
- Strengthen corporate brand and credibility
- Drive new revenue
- Accelerate pipeline opportunities
- Enhance existing relationships
- Build customer loyalty
- Deliver demonstrable ROI and ROO for marketing dollars
- Increase customer life-time value

Process



Why It Works

- Creates an exclusively branded, must-attend platform
- Builds a network of peers
- Creates an educational, problem-solving environment
- Re-combines the emotional and intellectual
- Earns you the right to go for the close
- Delivers measurable ROI and ROO

Case Study – F200 Software Company

- Goals:
 - Build relationships with C-Suite of existing customers
 - Accelerate \$50 million in booked sales by two quarters
 - Drive \$75 million in new sales
- Program:
 - Stimulate the Intellectual
 - Explain how Software Company products help C-Suite leaders succeed in current global conditions
 - Speakers:
 - » World-class geo-political thought leaders to explain current conditions
 - » CEO of Software Company to make the connection
 - Stimulate the Emotional
 - Peer-to-peer networking
 - Callaway Golf fitting station built on-site
 - Peak Experience
 - Each invitation included \$1,000 gift certificate for Callaway gear
 - Each attendee got 30-minutes in Callaway fitting station with PGA tour fitters

Case Study – F200 Software Company

- Results:
 - Business goals were achieved
 - Participant feedback was off the charts
 - Participants got Callaway fittings at all hours of the day
 - Fitting Center and temporary on-site store hours had to be expanded
 - Program was repeated

Case Study – \$3.5B Professional Services Firm

- Goals:
 - Enhance relationships with water and energy utility leaders
 - Expose Professional Services firm leadership to clients
 - Demonstrate the Professional Services firm had more to offer than world-class engineering capabilities
- Program:
 - Stimulate the Intellectual
 - Explore leadership and strategic issues – not technical – challenging utility leaders
 - Speakers:
 - » World-class thought leaders on topics as diverse as innovation, climate change, economics, demographics
 - » Speakers were all available for small group and 1:1 conversations
 - Design program to include down-time for personal reflection on leadership growth
 - Stimulate the Emotional
 - Peer-to-peer networking opportunities
 - Meet and greet with “star-power” speakers; produced BBQ chef TV show for dinner; cooking classes; interactive educational opportunities not related to professional activities
 - Peak Experience
 - Venue, content, and entertainment all incorporate local culture, e.g., in Santa Fe leveraged Native American cultural focus on sustainability

Case Study – \$3.5B Professional Services Firm

- Results:
 - Participant feedback improved from mediocre to excellent in first year
 - Participants requested invitations for following year onsite
 - Program achieved “must attend” status for top water and utility executives from all over North America
 - Budget was reduced 15% while satisfaction and other ratings increased to or held at top level
 - Program repeated annually

**For more information on how
Customer Engagement Strategies
can help you build better
relationships with your customers'
C-Suite executives please contact:**

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