



How Well Are You Aligned for Success?

What contributes to or colors your success in customer Acquisition, Closing, and Retention? What strengths can you leverage in the marketplace and internally? What weaknesses do you need to shore up to create more customer value? Do you need a reality check to help realize your potential? Find out...

Consider a critical sales channel / product group combination in your company--perhaps the most profitable, the fastest growing, the combination most in trouble. Ask yourself:

External Factors—Ones You Cannot Directly Control

- #1 Opportunity:** Is the market situation attractive?
- #2 Market Swings:** Are you in the flow of marketplace change?
- #3 Must Haves:** Do you meet the basic requirements to have a viable offering?
- #4 Momentum:** Are you already active in the marketplace?
- #5 Buzz:** Is a positive story being told about you and/or your offering?
- #6 Difficulty:** Is it hard to get people to listen to what you have to offer?

Internal Factors—Ones You Can Directly Control

- #1 Customer Relationships:** Do relationships matter in executing your strategy?
- #2 Brand Promise:** Is it easy for customers to see why they should care?
- #3 Product/Service Delivery:** Do you deliver what you promise?
- #4 Product/Service Performance:** Does your offering perform as promised?
- #5 Interpersonal Interactions:** Do you generally treat people well?
- #6 Resources:** Are you resourced to create lasting value for customers?
- #7 Synergy:** Is there cross-functional alignment and collaboration?
- #8 Management:** Do you drive the development of profitable customer relationships?

If you answered "yes" to all or most of the questions for a critical channel and product group combination, congratulations! You're well aligned, ready for success there. If not→

If you're not where you'd like to be--in that sales channel and product group combination --or elsewhere in your company or you'd like more confirmation that you are aligned and ready to take advantage of your opportunities, consider having us in for an Alignment Readiness Assessment using our comprehensive self-diagnostic model.

Get a Reality Check with our Alignment Readiness Assessment

Our Religence Alignment Readiness Assessment gives your management team a quick reality check and a way to evaluate preparedness to deal with the marketplace and customers. The process provokes discussion and stimulates ideas for change from the current situation to a scenario where you'd like to be as soon as practical, while helping to build consensus on how to do it. What used to take days, now takes a few hours.

We use our comprehensive, self-diagnostic assessment tool to help qualify, for directional purposes, your readiness in terms of the market opportunity and the elements of customer value—brand value, product value, and relationship value. It also helps evaluate alignment and readiness for success in Acquisition, Closing, and Retention—the stages in the continuum that make up the customer lifecycle. All are interrelated, which makes it difficult to assess the impact of change without a model like ours.

For example, how well-known your brand is and how clear the promises you make are matter more in Acquisition than Retention, but they still matter in Retention. The opposite is true in terms of the delivery and use of your product—they matter more in Retention, but still matter in Acquisition.

Our comprehensive model considers all this and nearly 100 more external and internal considerations that we've found success in strategy execution and value creation depends on. We put a relative weighting on each of these—to qualify the relative importance of each consideration one to another. The weighting is experience-driven, not data-driven. The weighting is based on decades realizing potential while paying attention to the elements of success in sales and marketing and customer service.

The model can be easily customized to address differences in business and market conditions as well as company size and industry. Our Alignment Readiness Assessment is particularly valuable for companies with high-value business-to-business customers.

If you'd like a reality check on your situation and help in reaching agreement within your management team on what is *practical* to do to create a more positive selling and retaining environment, please contact us. Here's another reason to contact us: If you answered "yes" to the last couple of questions especially, we'd like to know you and exchange views on approaches to customer-focused performance.

Interested? Contact our CEO directly: Linda.Sharp@Religence.com
2090 Green Street San Francisco CA 94123 (415) 771-7473 FAX (415) 771-7476
www.Religence.com

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Value customer relationships. Drive profit.



Words for Introduction on Model (taken from copy on the preceding page)

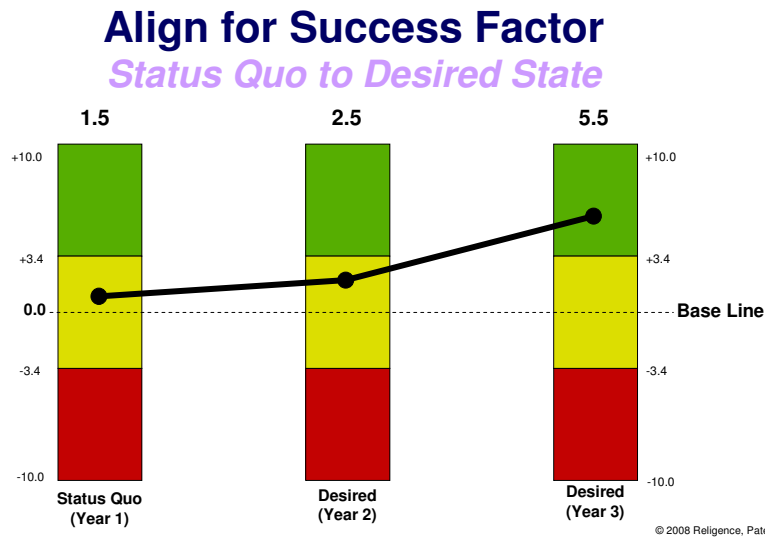
A Religence Alignment Potential Assessment gives your management team a quick reality check and a way to evaluate preparedness to deal with customers and the marketplace. The assessment process provokes discussion and stimulates ideas for change from the current situation to a scenario where you'd like to be as soon as practical, while helping to build consensus on how to do it.

This comprehensive, self-diagnostic assessment tool helps qualify, for directional purposes, the potential market opportunity and the elements of potential customer value—brand value, product value, and relationship value. It also helps evaluate potential for success in Acquisition, Closing, and Retention—the stages in the continuum that make up the customer lifecycle. All are interrelated.

Instructions: Answer the conditions and demographic questions below to initiate the assessment model scoring. Then rate your situation in the External Factors and Internal Factors sections, starting with the first scenario: *Current*. The rating you give in *Current* will be saved for you to modify in the second scenario: *Desired*. Similarly, *Desired* is saved for you to edit again in the third scenario: *Optimal*. If you prefer to start over in each new scenario section, just clear the entries as you begin the section. The data you saved in prior scenarios will remain until you clear it in that scenario section. See how well aligned you are or what the alignment potential could be in the Report Summary. You may want to rethink and reenter some of your choices to see what you'll need to do to improve your potential for a desired or optimal outcome.

What is on the website that I left out of this piece. Will need to update the website eventually

Since not that many companies have made the transition to being customer centric yet, most of those who've assessed themselves with the tool end up in the yellow zone for status quo. But all of them have wanted to move into green—so the curve in the following example is typical in our experience.



The management team of this company rated itself at a 1.5 or C+ in the current state or status quo. They could see ways to move to the more desirable green zone and a 5.5 or B+. The baseline is 0.0 and the rating is from a negative to a positive 10.0. And they could agree on several things that they just weren't going to do—they weren't cost effective.

Here's what the management team did want to do:

- Provide more information and make it easier to buy.
- Clarify their appeal, positioning, supporting facts, and content depth.
- Improve delivery in terms of the customer experience from overall contact to the sales process, fulfillment, technical support, customer service, and community development. (They considered improving this infrastructure to be critically important.)
- Improve customer interactions including exchange, listening, follow-through, TLC, and recognition.
- Commit sufficient resources.
- Build synergy.

All were ideas they could put to good use in customer relationship strategy development using our strategy decision model and several pointed to critical interaction processes that they thought they needed to take care of immediately. A Voice of the Customer survey confirmed what they thought about their process and added insight on what was truly important to their customers.