

# PEAK Seminar: Cultivating an **Evangelical Customer Base**

When you are ready to engage with customers in ways that will inspire them to champion your organization, we have a one-day seminar to kick-start your efforts.

The program begins with an overview of Chip Conley's foundational PEAK principles and framework before focusing on your customer's aspirations.

- You will gain a new perspective and approach to increase customer commitment by applying PEAK principles and pyramids to your organization.
- You will consider your customer offerings and create your own Customer Hierarchy of Needs for one customer segment.

## WHY PARTICIPATE?

- To discover how to fulfill needs your customers don't even know they have
- To further differentiate your organization in the marketplace
- To enlist the PEAK perspective to unite your group's efforts
- To review your customer experience and create your own Customer Hierarchy of Needs for one customer segment

***"This gave us a practical, innovative, clear, and profound approach to prioritize and achieve our business goals."***

- Founder, Retail Establishments

## WHAT WILL YOU EXPERIENCE?

- Highly interactive and experiential, both programs engage the group in ways that build teamwork while participants discover and apply the concepts
- Inspiration from other great companies who employ PEAK principles
- A shared understanding that comes from discovering different perspectives
- Your group's creativity while they generate ideas and solutions to elevate the customer experience

***"This seminar met an unrecognized need of mine - to work alongside my staff and see the whole group in action focusing on our customers."***

- CEO, Technology Company



***"Purely creating customer satisfaction won't necessarily tame your customer's tendency to wander in an increasingly promiscuous marketplace. Tapping into a customer's desires can be a means of creating differentiation, which can be a cure in a progressively commoditized world."***

- Chip Conley

## WHO PARTICIPATES?

We suggest a leadership team, a group of managers, or a cross-section of the organization who are most responsible for (or interface directly with) customers. The recommended number of participants is from 12 to 34.

## WHAT ARE THE COSTS?

Costs range from \$6,000 - \$12,000 for this one-day seminar depending on group size and extent of customization.

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