

# Sela.

ComAmbDG

## Empowering Tech Teams as Growth Ambassadors

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The top of the page features a stylized illustration of a city skyline. On the left, the word "Sela." is written in a bold, black, sans-serif font. To the right of the logo is a line-art illustration of a city with various buildings, a robot, a lightbulb, and a large mug with the "Sela." logo on it. The entire illustration is set against a light blue background with a white dotted line at the bottom.

# Empowering Tech Teams as Growth Ambassadors

ComAmbDG - Version: 1

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 1 days Course

**Description:**

**Intended audience:**

**Prerequisites:**

**Objectives:**

Develop Tech Teams as Effective Company Ambassadors

Drive Growth through Customer-Centricity

Foster Collaboration and Measure Impact

**Topics:**

The Power of Existing Customers

- Understanding the significance of existing customers in driving growth
- Exploring statistics on churn reasons and growth opportunities
- Leveraging customer feedback and testimonials as powerful marketing tools



## Identifying New Opportunities - Theory

- Techniques for identifying pain points and customer needs
- Utilizing the "5 Whys" methodology to dig deeper into customer requirements
- Classifying leads and understanding their potential value

## Identifying New Opportunities - Practice

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- Interactive exercises to practice identifying customer pain points
- Role-playing scenarios to understand effective questioning techniques
- Group discussions to analyze and classify leads based on potential value

## From Silo to Effective Collaboration

- Recognizing the importance of collaboration in driving company growth
- Overcoming silo mentality and fostering a culture of teamwork
- Strategies for effective cross-team communication and knowledge sharing

## Collaboration Processes - Practice

- Implementing collaboration tools and platforms for efficient communication
- Group activities to practice collaborative problem-solving and decision-making
- Developing effective workflows and processes for cross-functional collaboration

## Measuring Success - Incentives for Tech Teams

- Understanding the importance of measuring and tracking success metrics
- Identifying key performance indicators (KPIs) for tech teams
- Exploring incentive structures to motivate and reward team members for their contributions

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## Creating an Ambassador Mindset

- Developing strong interpersonal and communication skills
- Building relationships with stakeholders and customers
- Practicing effective storytelling to promote the company's products/services

## Sustaining Ambassadorship

- Establishing feedback loops for continuous improvement
- Creating a supportive environment for ongoing collaboration and growth
- Developing personal action plans to apply workshop learnings in everyday work