ComAmbDG

Empowering Tech Teams as Growth Ambassadors

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Empowering Tech Teams as Growth Ambassadors

ComAmbDG - Version: 1

🕐 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
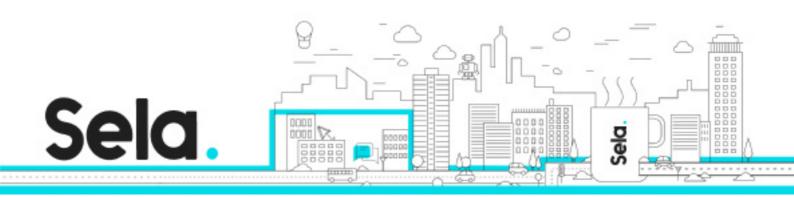
From Silo to Effective Collaboration

- 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

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