

Grow Forward Webinar Resource:

Opportunities amid a crisis: how can you take this opportunity to intentionally plan on 'up-levelling' your customers engagement with your company?

Identify how you think each of your customers view your company, and then consider what goals could your team set to up-level as many customers as possible?

In business, don't ever let a crisis go to waste – build loyalty and your brand image.

The CBH 4 Levels of Customer Engagement:

Customers See Us As a **STRANGER**

Customers See Us As a **SUPPLIER**

Customers See Us As a **DESIRED SUPPLIER**

Customers See Us As a **TRUSTED ADVISOR**

NEED MORE HELP? Catch one of our two COVID Boot Camps

Academy.ConsultingByHart.Com

The advertisement features a photograph of three people crawling through a muddy obstacle course. Overlaid text reads: "Will there be lots of mud and yelling?" and "Um ... no." Below the photo, it says "Just what you need to succeed." The right side of the ad includes the CBH logo, the text "Consulting By Hart Coaching | Training | Live Events", and the title "BUSINESS BOOTCAMP COVID-19 EDITION: ADAPT QUICKLY, GROW FORWARD". At the bottom right, it lists "Boot Camp 1: May 4 - May 8 - or - Boot Camp 2: May 11 - May 15" and "1 hour each morning for 5 days".