



Cathy Hammer & Associates
Workshops for Professionals

From Satisfaction to Advocacy:

Three steps to increasing revenue
by aligning with your clients.



Workshop Structure

Recommended Audience: Business owners, account managers, sales teams, front line staff, anyone involved with the client experience

Time Frame: 30 minutes presentation only, 90 minutes full workshop

Format: short presentation, discussion, small group exercise, Q&A, handout

Workshop Description

We all know that the least expensive ways to increase revenue are new orders from existing clients and referrals to new ones. In this session, you will learn three tips for aligning with clients who are merely satisfied with your services and turning them into advocates for your work, providing you with repeat business and free word-of-mouth advertising.

Objectives

- Build your brand and reputation by managing key factors in the evaluation of your performance.
- Increase your ability to meet client needs by asking the right questions.
- Enrich the client experience by developing a personalized communication strategy for key players.

Your Workshop Leader

Cathy Hammer began her career in communications by serving on an NBC director's team. Her wide-ranging experience includes co-authoring "Tips and Tactics for Conducting E-Commerce;" hosting "Say What?!" a podcast for managers and their teams; managing the media blog "Remote Possibilities"; and serving as VP of Production for one of San Francisco's first integrated marketing agencies. She founded Cathy Hammer & Associates in 2001 to develop internal and marketing communication strategies that work in harmony with a company's brand identity. Her varied industry experience includes consumer research, architecture and design, biotechnology, wealth management, sports, PKI and encryption, and the non profit sector.