

THE DNA OF CUSTOMER FOCUS

Howard Hyden

DARE TO BE
AWESOME!



Howard speaks about **Add Value or Stay Home.**

The other speakers talk about customer service.

Howard speaks about **Looking Outside-In.**

The other speakers talk about customer service.

Howard speaks about **Learning Velocity.™**

The other speakers talk about customer service.

Howard speaks about **The DNA of Customer Focus.**

The other speakers...

Well, you get the point.

Howard's audience reaction ranges from "He's awesome!" to "On a scale of 1 to 10, you're a 15!" Clients say, "He was the highlight of our convention," "Three hours of Howard Hyden isn't nearly enough," "Howard has off-the-charts enthusiasm," and "Remarkable energy, amazing insights and great passion."

Howard is typically ranked **THE** top speaker wherever he speaks – and to whomever he speaks.

You see, Howard speaks "graphically." His unique gift is the ability to create thinking images – to "paint a picture" in the audience's mind. Because of this, attendees use his "take-aways" in their workplace long after Howard's presentation – increasing competitive advantage.

Howard's theory and brand, "The DNA of Customer Focus," is the substantive evolution of the commonplace and over-used term "customer service." Howard will share with your audience why customer service is NOT a competitive advantage...and why Customer Focus is.

Along with timely topics and content which are reactive to issues organizations find in today's demanding marketplace, Howard's delivery is relevant, insightful, and punctuated with humor.

"Of the many positive comments...1) Hyden was the best speaker of the general sessions! 2) Have Howard back for a special sessions' day workshop. 3) Your message carried a great deal of impact and relativity."

INC. MAGAZINE

"The time and preparation that went into your presentation definitely hit the mark. Your pertinent session had our audience's attention from start to finish. Many of the attendees were still talking about your ideas on the last day of the conference."

UNITED HEALTHCARE

"We heard more 'buzz' about your session during the the conference. Not only did the message hit home for our members, they were actively thinking about how they could change the pattern of their own behaviors and their own relationships with their customers."

NATIONAL TOOLING & MACHINING ASSN.



Other Howard Hyden fans:

CORPORATE

3M WORLDWIDE
AMERICAN AIRLINES
ANHEUSER-BUSCH COMPANIES
BAYER CORPORATION
CIGNA CORPORATION
CONAGRA FOODS INC
DAIRY QUEEN
DEL WEBB
DOMINO'S PIZZA
DUN & BRADSTREET
GATES RUBBER COMPANY
PARKER HANNIFIN
SMITHKLINE BEECHAM PHARMACEUTICALS
SNELLING STAFFING SERVICES
TRW INC

ASSOCIATIONS

AMERICAN FURNITURE MANUFACTURERS ASSN.
AMERICAN SOCIETY OF FIELD ENGINEERS
CASKET & FUNERAL SUPPLY ASSN.
NATIONAL CATTLEMEN'S BEEF ASSN.
ELECTRICAL APPARATUS SERVICE ASSN.
NATIONAL ASSN. OF ALUMINUM DISTRIBUTORS
NATIONAL ASSN. OF PERSONNEL SERVICES
NATIONAL ASSN. OF WHOLESALE DISTRIBUTORS
NATIONAL TOOLING & MACHINING ASSN.

HOWARD'S MOST REQUESTED TOPICS

Add Value or Stay Home

7 Keys to differentiating yourself in a "me too" business world

The smart choice? Add Value...Lots of Value. If not...margins will go down, sales will be flat, and customer retention will be more difficult. In today's competitive business world, you need a dramatically different approach to win! **Designed to reorient perspectives**, this session shows attendees not only how to discover, but how to act on new opportunities to add value for their customers. This invaluable insight invariably results in significant sales increases, enhanced customer retention and impressive bottom line results.

Big M vs. little m

Master the Big M, or miss the MARKeting

What makes your company better than the competition? Amazingly, many executives can't answer that simple question. Business-to-business (b2b) companies, while historically good at sales, often struggle with successful marketing. In fact, what most b2b companies call marketing is truly *sales support*, or "little m." That's unfortunate, because in today's competitive marketplace, effective marketing – Big M – can be a serious competitive strength. Of the four **Core Competencies** that Howard deems critical to playing the game at the Awesome level, marketing just might be the most difficult to master. **This insightful session will demonstrate key concepts** that will help companies achieve true success – Big M – with their marketing endeavors.

What's Your Company's DNA

Drive change before your customers do

The DNA for your company and your competitors' companies may be 99% the same, but that tiny 1% difference determines whether customers choose you or the competition. Today's success stories are not driven by companies stay status quo, but ones that anticipate and react to changes. How? Increase your organization's **"Learning Velocity."** Walk away from this presentation with **three business-altering questions and dozens of powerful action items** that can help change the way you do business...for the better.

You Can't Cut Your Way to Prosperity

7 Powerful Measures to avoid little "p" and BIG "L" (Which do you want to see each quarter?)

The majority of today's businesses, like people, simply react to stimuli. The problem? Most companies react to their P&L statement. Unfortunately, it is the wrong stimulus, and this tactic usually results in little profit and BIG LOSS. Basing decisions on numbers that appear on the P&L, creates a self-serving culture and, ultimately, an unsuccessful culture. In this presentation, **Howard debunks the myths surrounding reactionary business strategies** and shows how to achieve BIG P by focusing on your customer's success. Discover the seven numbers not on your P&L that are key to driving your profits higher.

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