



# Competing for Customers: Why Delivering Business Outcomes is Critical in the Customer First Revolution

*Jeb Dasteel, Amir Hartman, Craig LeGrande*

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Business-to-business customer expectations have changed. To survive—and thrive—in today's economy, where customers are constantly reevaluating their purchases and looking at options never available before, you need to deliver business outcomes, not features and functionality.

Suddenly, your “sale” is no longer a one-time event: it’s a relationship that demands continuous care and nurturing. You need to constantly deliver, measure, and demonstrate the value you create for your customers.

Like it or not, it’s your job to make sure your customers succeed—and keep on succeeding—with what you’ve sold them. That job has a name: “Customer Success.”

Delivering customer success means radically changing the way you engage with customers—from sales, to marketing, to engineering and support. This book gives you a complete framework for doing just that. Step by step, you’ll learn how to make sure your customers are achieving business outcomes from your offerings...now, next year, and for years to come.

**Embed customer success in your organizational DNA, in 3 steps:**

***Listen*** : Truly understand what it means for your customers to succeed with your offerings

***Engage***: Start a productive dialogue, collaborate to solve problems, and promote awareness of the value you create

***Ensure***: Innovate to deliver on your promises, prove it to the customer, and build retention



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Exactly why? Because this Competing for Customers: Why Delivering Business Outcomes is Critical in the Customer First Revolution is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will shock you with the secret the idea inside. Reading this book next to it was fantastic author who else write the book in such wonderful way makes the content inside easier to understand, entertaining means but still convey the meaning fully. So , it is good for you because of not hesitating having this ever again or you going to regret it. This phenomenal book will give you a lot of rewards than the other book have such as help improving your talent and your critical thinking approach. So , still want to delay having that book? If I have been you I will go to the reserve store hurriedly.

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