





CUSTOMER TRANSFORMATION WORKSHOP

In Red Rock's Customer Transformation Workshop, we'll guide you in mapping out the "Before" and "After" states of your key customer segments and discovering the transformative nature of your products and services.

Understanding this process is key to communicating your value as you build a multifaceted marketing plan.

CUSTOMER TRANSFORMATION:

CUSTOMER SEGMENTS:	PRODUCTS/SERVICES:
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 BEFORE:	 AFTER:
HAVE:	HAVE:
FEEL:	FEEL:
AVERAGE DAY:	AVERAGE DAY:
STATUS:	STATUS:
GOOD VS. EVIL:	GOOD VS. EVIL:

\$399

Live or virtual

