

# Attract, Keep and Engage more Customers more Often.

Customer Touchpoint Innovation™ is quite simply one of the most powerful, and yet probably most overlooked, competitive differentiation strategies that exists in today's overcrowded marketplace.

Every day your customers are faced with more and more choices which means that every day those same customers need to be reminded *Why You?* Why should they do - or continue to do - business with *You?*

Customer Touchpoint Innovation is no longer a matter of choice. It's a matter of survival. So ask yourself...

*Will your business  
have what it takes  
to survive?*

Learn to see what others do not see...  
and you will know what others do not know.



CUSTOMER TOUCHPOINT INNOVATION™

**CTI** is a systematic approach to creating and sustaining a series of customer experience moments, or Unexpected Encounters™, that are strategically crafted to influence what your customers will think, feel and do NEXT so that you can grow your business.

## TONI NEWMAN

CATALYST FOR TOUCHPOINT INNOVATION

No one... simply no one... has Toni's uniquely integrated approach to customer experience innovation and both she and her clients have the results to prove it. Her powerful and passionate message, supported by practical tools and techniques, applies to organizations of all sizes and across all sectors. If you have a customer, internal or external, whose decisions are critical to the success of your business, you need CTI. And there's only one place to get it! [toninewman.com](http://toninewman.com)

# CTI Programs.

Attract, Keep and Engage more Customers more Often

«Extremely powerful.»

Joe Calloway, CSP, CPAE,

Partner Engage Consulting Group



# 1



## Why? Why Not!™

**How to use Customer Touchpoint Innovation to Attract, Keep and Engage more Customers more Often.**

Toni's signature presentation, delivered to thousands of participants who to this day still use *Why Not!* as the rallying cry for change and innovation within their own organizations, is both fast paced and thought provoking. Designed as a highly memorable Customer Touchpoint Innovation™101, not only does this program introduce participants to the power and potential of the C.T.I.™ mindset, it also leaves them with an easy to follow formula for creating strategically innovative customer experiences (or Unexpected Encounters™) designed to drive radical growth in their own business. If you want your audience thinking dramatically differently about how to attract, keep and engage more customers, this 60 – 90 minute main stage presentation is exactly what you are looking for.

« We laugh, we cry, and when she's done, we get it and we act on it. »

*Diane Arbuckle, PhD, Director of Operational Services, Abbott*

# 2 Fanatical Focus™

The Fanatical Focus™ program is designed to help you help your customers answer one simple question. Why you? Why should they do – or continue to do – business with you? What unique value do you bring to the market place that is so compelling that customers who need what you have simply can't imagine going anywhere else to get it? Tough questions but Toni's highly effective Four to the Core™ process will help you find your perfect answers.

*To accompany her keynote presentation, Toni offers three highly effective interactive workshop/breakout sessions strategically crafted to create deeper learning within one of the three essential CTI skill sets.*

# 3 Unexpected Encounters™

Unexpected Encounters™ - innovative customer experience moments that are strategically designed to influence what your customers think, feel and do next - are the strategic core of CTI. This part of the program is the how to of identifying, prioritizing and creating your own unique series of Unexpected Encounters™ so that you can attract, keep and engage more customers more often. Imagine the Possibilities!

# 4 Curious Cultures™

Once leaders understand the principles of CTI the next step is to help them understand how to integrate CTI as a core value and core competency within their own teams. This final step in the CTI program provides leaders with the tools to take their teams from "me" to "we" and shows them how to cultivate more ideas from more people more often so that they can get more of the results that everyone wants.

« She gave us a powerful process to differentiate ourselves from the crowd. »

*Judi Walsh, ASK Corporate Services Inc.*

« Relevant and timely to business more today than ever! »

*Paul Green, Director of Sales, Shnier, Gesco Limited Partner*



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