

RETAIL AND CUSTOMER

Reveal the Secrets

Your people already know what your customer needs. In one room, on one problem, they pool it onto one page.

"Our teams work in silos."

"Our sales team leaves revenue on the table."

"Customers walk in loyal and leave indifferent."

WHO IT IS FOR**LEVEL**

Sales teams, Mid-level leaders,
Intact teams, All employees

TIME

Anywhere from 60 minutes to 2
days

LANGUAGES

English

GROUP SIZE

Any group size

FORMAT

In person · Virtual

BUSINESS OUTCOME

Revenue growth, Customer loyalty,
Alignment

WHAT HAPPENS

Teams each take a client, a segment, or a persona and work through a concrete customer insights process.

Short experiential activities illustrate each step: needs, the benefits that matter most, and your point of difference.

Participants are amazed at the data they generate, and return eager to use it.

WHAT CHANGES

- Target market, requirements, and differentiation on one page
- Built by the people who have to act on it
- Marketing and sales working from the same read
- Insight you already paid for, finally pooled

HOW WE MEASURE

The team leaves with a written action plan, each item tied to a name and a date. Thirty days later we check which items moved and report that back to the sponsor.

HOW IT FITS WHAT YOU HAVE

Built around your buyers, your products, and the objections your reps actually hear. The tools Participants build become their own job aid and drop into your sales playbook.

INVESTMENT

\$10,000 per day

Per delivery · same number in USD, CAD and EUR

Half day or full day, one Facilitator.

Formats: anywhere from 60 minutes to 2 days, for any group size. One Facilitator day covers everything up to a full day at the investment shown; a second day adds \$10,000.

WHAT IT INCLUDES

- A one-hour Joint Solution Design call, where you choose what your Participants experience
- Your Blueprint, the design for your delivery, reviewed by you before anything is built
- A Participant Manual matched to that Blueprint

PROOF

\$800M → \$1.4B in a year

Bell MTS: customer insights was one module inside the program that took revenue from \$800 million to \$1.4 billion with fewer staff

Schedule a 20-minute walkthrough

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