



CUSTOMER CRISIS ACTION PATH

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Objective

- Scenario Facts: What we now know to be true?
 - Customer Outcome: What the customer wants and isn't experiencing?
 - Our Outcome: What we want to resolve?
 - Unique Advantage: What we need to design to prevent this from happening again?
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Team

- Goal: What items need to be accomplished to reach the outcome?
 - Controlled action: What actions we can do that we have control over?
 - Influenced action: What actions do we have influence on
 - Collaboration needed: Who or what is needed to complete the action?
 - Measure: How we'll know this has worked?
 - Owner: Who is best positioned to own this?
 - By When: When must this be done?
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NOTES

WHAT NEXT?

Take the space to really look at one specific key account and follow the process in this workbook to develop your customer crisis action path.

If you'd like to know how you, your team and organisation can take full advantage of how to use buyer commitments with any key customer, then contact my team to arrange a no obligation call.

Contact my team at:
support@jermainedwards.com.

For more supporting resources, articles and tools visit my website at <https://jermainedwards.com/>.



Any questions relating to our work, or this workbook please contact our team support@jermaineedwards.com.