



# CUSTOMER CLARITY

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CUSTOMER MASTERY TOOLS

# GOLDEN

# CIRCLE



Remind yourself daily on the importance of your role and why your success matters to you, your team, your organisation and your customers.

Decide on your “I’m somebody who” statements. How will you will show up to be successful daily?

What will you need to **START**, **STOP** and **CHANGE** to improve your success and deliver results consistently?

# WHAT DO YOU WANT TO ACHIEVE?

Knowing what you want matters. What you most want will determine your focus and will determine how you show up and act daily.

## **Action:**

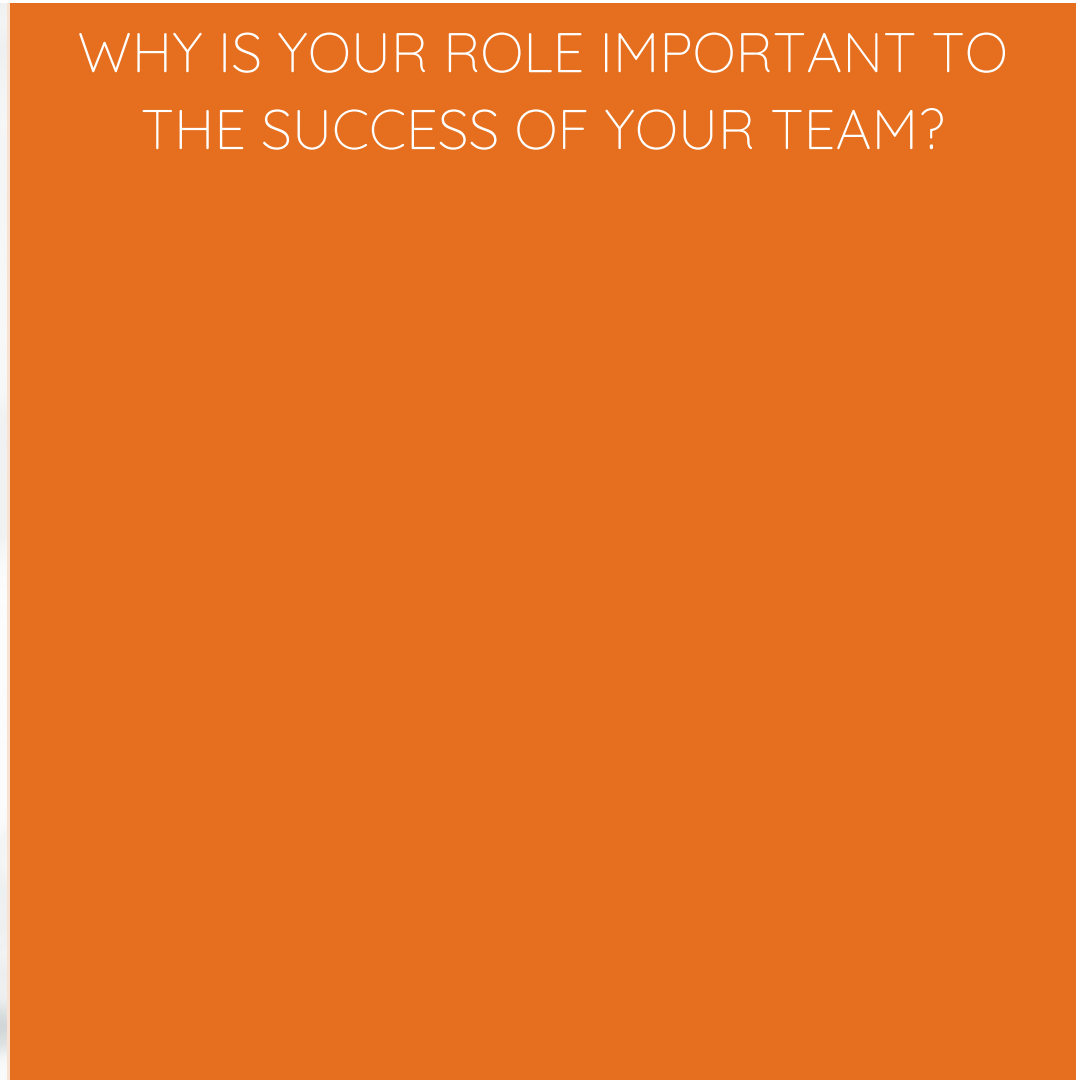
Answer these questions for yourself then share with your peers and team.

What did you learn?

WHY IS YOUR ROLE IMPORTANT TO THE SUCCESS OF YOUR CUSTOMERS?

WHY IS YOUR ROLE IMPORTANT TO THE SUCCESS OF YOUR TEAM?

WHY IS YOUR ROLE IMPORTANT TO THE SUCCESS OF YOUR COMPANY?



WHAT IS THE STORY YOU WANT TO TELL ABOUT WHAT YOU ACHIEVED AT THE END OF THIS YEAR WITH YOUR CUSTOMERS?

WHY IS THIS IMPORTANT TO YOU?

WHAT MIGHT NEED TO STOP, START OR CHANGE TO ACHIEVE THIS?



# WHAT NEXT?

Do your peers, team members and departments have a clear connected view of the importance of their role to customer success?

To experience new and exponential results with our customers won't come only from adopting the newest best practice or the next customer experience software.

it will come from the seemingly invisible interactions of individuals who understand why their role matters.

If you'd like to know how you, your team or organisation can take full advantage of becoming a more clear and purpose focused team, then get in touch by booking a call.

Book your call here: <https://jermainedwards.as.me/growth>

**Jermaine Edwards**

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For support or questions on work or documentation  
please book a call here:  
<https://jermainedwards.as.me/growth>

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