

STRATEGIC COLLABORATIONS, LLC

Consulting, facilitation, and support for individuals, groups, organizations, businesses, and executives in developing, communicating and implementing personal, professional, career and business strategies, plans, goals and objectives.

Guide to Services

Personal, Professional, Career and Business Consulting

- Individual Performance and Productivity

Individual to Enterprise Strategy and Communications

- Individual, Group, Organization or Business Enterprise Mission, Purpose, Goals and Objectives

Customer Relationship Management

- Strong Customer Relationships through Unexcelled Customer Treatment, Customer Service and Customer Satisfaction

BRAND PROMISE AND COMMITMENT

From: Bob Reuter, President, Founder & Principal

- I take a commensurate share of program ownership and responsibility for helping my clients achieve what we set out to do together.
- I work with my clients from concept creation to project completion.
- My services are personalized, customized, and complete for each client's needs.

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Page 1 of 16

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STRATEGIC COLLABORATIONS, LLC

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Personal, Professional, Career and Business Consulting

The Strategic Collaborations process identifies the key drivers of client personal and professional satisfaction and fulfillment, career decision making, business goals and objectives, and individual performance and productivity.

At the point of considering career alternatives, clients work with a perspective that allows simultaneous consideration of personal and professional thoughts and feelings as well as external requirements.

In dealing with the developmental challenges encountered individually or in group environments, the strategic collaborative relationship provides sources of both inspiration and information.

A great deal of the inspiration to carry out the tasks to achieve one's goals is realized simply by the interactive value of having a collaborator. This involves less a reduction of the work you will still want to do personally and more the facilitative and creative value of having someone thinking and working along with you.

Even sufficiently inspired, however, a substantial amount of information is still needed to know how to best perform the necessary undertakings. Through a collaborative relationship, the knowledge and experience a seasoned, corporate management professional can provide as your mentor and advisor is a key ingredient.

Inspiration and information derived from a collaborative relationship tailored to one's specific needs are vital sources of facilitation and creative resources whether one is working on personal, professional, career or business development issues or factors influencing performance and productivity. These two basic ingredients - inspiration and information - and each element of the stages of progress that they influence are all highly interrelated and very much impact each other.

The enhanced results produced by this interaction are a principal benefit of working through the Strategic Collaborations process.

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Page 2 of 16

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Individual to Enterprise Strategy and Communications

ROLES PLAYED BY STRATEGIC COLLABORATIONS, LLC

Strategic Collaborations, LLC helps clients as individuals, groups, organizations, professional and/or business enterprises/executives to . . . :

- Identify and articulate their individual, organizational or business strategies;
- Decide upon the nature and level of their client or customer commitment;
- Identify and communicate the promise of their brand to their customers;
- Provide the promised, brand experience in every customer interaction;
- Build customer relationships with increased customer loyalty, greater revenue, and higher profit margins.

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Page 3 of 16

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FOR PERSONAL, PROFESSIONAL OR BUSINESS FOCUS

AS A FACILITATOR

- Act as a catalyst to *your* creative processes *enriching your capability to identify, develop and decide among your own ideas.*
- Help *cut through the clutter* of seemingly complex or confused situations and help to clarify the overall picture and how each subject or person involved fits into it.
- Help you *accomplish more, with less effort, and obtain greater satisfaction and fulfillment* in what you set out to do.

AS A RESOURCE

- Provide *proven creative problem solving* employing substantial analytical skills, intuition, and imagination.
- Apply *broad professional training, background and experience* spanning multiple industries, major corporations and smaller businesses in the principal business management, operational and administrative functions used by large and small business alike.
- Direct or perform the work on your behalf that will *help you get to where you want to go.*

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Page 4 of 16

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CLIENT NEEDS AND ENGAGEMENTS

- Client needs may span a full range of personal, professional or business subjects from individual performance and productivity in all areas to providing the highest levels of customer treatment and satisfaction.
- We collaborate in customized, one-on-one sessions or workshops with front line employees, managers, owners, or any combination.

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Page 5 of 16

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<u>RANGE OF ENGAGEMENTS</u>		
<u>CLIENTS</u>	<u>SITUATIONS</u>	<u>CONTENT/CRITERIA</u>
<ul style="list-style-type: none"> • Individuals • Groups • Organizations • Partnerships • Companies • Executives 	<ul style="list-style-type: none"> • Career Selections • Current Employment • Transition • Business Startups • Business Growth and Evolution • Volunteer & Not-For-Profit Enterprise • Stand-Alone Projects • Ongoing Programs • Other Client-Determined Needs 	<ul style="list-style-type: none"> • Work/Life Balance • Organizing & Prioritizing • Exercising Choice & Decision Making • Mission, Goals & Objectives • Career Development • Strategy • Communications • Functional Management Disciplines • Organization • Personal and Interpersonal Skills • Education, Training, Coaching

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Page 6 of 16

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USE OF COACHING AS A TOOL

- Coaching is simply having someone work directly with you, usually an expert in your subject matter, who provides a complementary perspective, and who augments and enhances efficient and effective use of skills and resources already available to you.
- The alliance and relationship between coach and client provides both inspiration and information that forwards progress towards the client's goals.
- The result is greater personal and/or organizational performance and productivity in the area(s) being addressed.

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Page 7 of 16

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CORE COMPETENCIES

For Performance & Productivity

Roles as a Coach . . .

Facilitator	Resource
Partner	Collaborator
Leader	Motivator
Mentor	Advisor
Manager	Trainer
Planner	Navigator
Interpreter	Guide

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Page 8 of 16

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CORE COMPETENCIES

For Creative Problem Solving

Some Key Elements . . .

Quickly Understanding Situations

Using Perception and Intuition

Analysis and Evaluation

Brainstorming with Imagination

Establishing Solutions

Projecting Outcomes

Articulating & Communicating

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Page 9 of 16

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CORE COMPETENCIES

For Strategy and Communications

Facilitation or Creation of Written Deliverables . . .

Brand Promise

Strategy and Policy

Employee Communications

Customer Service Guidelines

Marketing Communications

Training Materials

Sales Facilitation/Support

Presentations/Proposals

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Page 10 of 16

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Customer Relationship Management

MISSION AND PURPOSE

Strategic Collaborations, LLC provides customer satisfaction measurement, communications, and education & training services focused on building strong customer relationships through unexcelled customer treatment, service and satisfaction.

Our goal is to help companies define, communicate, and consistently deliver on their brand promise and experience.

We provide hands-on support for accurate and understandable internal and external communications.

We work to establish a common understanding of the company's or brand's commitment to its customers that can be readily shared by every member of the organization in every contact with clients and customers.

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Page 11 of 16

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Customer Relationship Management

DIAGNOSTIC AND EVALUATION SERVICES

Customer Satisfaction Measurement

- Includes Survey and/or Personal Interviews

Customer Service Assessment/Benchmarking

- Determines extent within the organization to which there has been Identification, Articulation and Communication of the Enterprise/Brand Promise and Targeted Customer Experience
- Determines extent to which practices have been established for every member of the organization to deliver the enterprise/brand promise and experience to every customer on every contact
- Provides recommendations for implementation of new or enhanced procedures as appropriate

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Page 12 of 16

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IMPLEMENTATION & ENHANCEMENT SERVICES

Customer Service “Performance Package” – Initial Implementation

- Capture the Vision – Identify, publish and maintain the company or organizational strategy, brand identity, and brand promise
- Communicate to all Employees – Ensure that customers receive the right information in the right ways on every contact they have with the company or organization no matter who they talk to
- Develop Formal Procedures, as needed, for delivery of the promised level of service
- Provide a Customized, Customer Satisfaction Handbook (bulletized, succinct, readable) for customer service tailored to the company or organization; i.e., implementation of the company or organizational vision and brand strategy, either in print or computerized form
- Provide Implementation Training and Coaching following the direction established in the Customer Satisfaction Handbook

Customer Service “Performance Package” – Ongoing Support

- Communicate to Customers through electronic, print, and phone or face-to-face personal contact (includes collateral development)
- Handle Specific Customer Service Problems providing support, as needed, to resolve, document and communicate solutions back to the company or organization in written reports
- Monitor Ongoing Performance of customer service activities and customer satisfaction

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Page 13 of 16

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EDUCATION SERVICES

Interpersonal Skills

- Provide workshops & 1:1 coaching in style, etiquette and interpersonal skills for engaging with customers. (Half Day)
- The Interpersonal/Interactive Side of Customer Service and Customer Satisfaction is all about Attitude, Caring About People, Wanting to Help Them, Enjoying Listening to Them, Understanding and Helping Solve Their Problems, Communicating, and Using Common Sense.

Problem Identification/Resolution

- Provide workshops & 1:1 coaching in resolving customer satisfaction issues with emphasis on identifying and solving the customers' problems. (One Day)
 - Listening/Information Gathering Skills
 - Problem Solving Skills
 - Communications Skills
- Objective is to broaden the perspective of the service representative from "handling" or pacifying a customer to actually committing to solve the customer's problem. Being polite but ineffective when the customer has a genuine concern can be a disaster.

Interpersonal Skills Revisited

- Putting it all together in light of having mastered tools and/or gained live experience in engaging with customers to solve their problems. (Half Day)

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Page 14 of 16

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REPRESENTATIVE PROJECTS AND SUBJECT MATTER

- Attitude and Caring About Customers
- Articulating the Message from the Top
- Cross-Pollination of Best Practices
- Tiered Customer Service
- Solutions to Specific Customer Problems/Issues
- Customer Satisfaction Policies/Documentation
- Determining Rules that May Need to be Broken to Satisfy a Customer
- Assistance with Internet Applications
 - e-Communications
 - e-Commerce
- Overall Support for Communications
- Customer Proposals
- Sales Support
- Knowledge Management
- Solution Authoring/Editing
- Call Center Benchmarking
- Developing a Company/Organization Customer Orientation
- Taking Customer Service Beyond Post Sale Problems
- Building Customer Service into the Marketing Strategy
- Building Collaborative Customer Relationships
- Closing “Disconnects” Among Multiple Divisions/Departments
- Turning Customer Problems into Relationship Building Opportunities
- Making Information Understandable and Usable
- Communications Personalization
- And More . . . as Client Needs May Determine.

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Page 15 of 16

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SELECTED, INTERNAL, CUSTOMER-DRIVEN ACCOMPLISHMENTS

IBM

Collaboration with several hundred prospective and ultimate IBM business partners performing the complete range of partner development and support from selection and recruitment to signing contracts for software remarketing, joint marketing, and development relationships.

Leveraging IBM's marketing and distribution infrastructure to enhance business development of new IBM Internet technology extending the reach of this product to more than 55,000 customers and business partners.

Identification of customer needs, market segmentation and development of IBM's offering portfolio for the Advertising & Marketing business segment including developing final content for market research questionnaires, sales collateral, and direct mail.

Ogden Corporation

Articulating the strategic Corporate message and developing related collateral for start up of services marketing.

Xerox Corporation

Developing Corporate direction for copier sale pricing, modeling/automating pricing analysis techniques, and implementing marketing data base analysis of customer losses, involving substantial communications and documentation efforts.

Other Corporate Work

Creating business/marketing strategy and related collateral for the International Engineering & Operations Services Division of **Pan Am World Services, Inc.** and the Instruments Services Division of **Bausch & Lomb Incorporated.**

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Page 16 of 16				
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