

Your next move: build sustainable competitive advantage through customer intimacy.
Guiding Entrepreneurs to the next level.

You have built a thriving enterprise, but can you keep the growth curve rising?

You have led your firm for years but now, you are facing unprecedented challenges from local, national and international competition. What can you do?

Your firm is the best in the industry and you have the business model that will allow you to dominate. What is the best way to grow and how should you finance this growth?

You have so many thoughts for growing your company, but who can you speak to—to flesh out and develop these confidential, strategic ideas?

Differentiation.

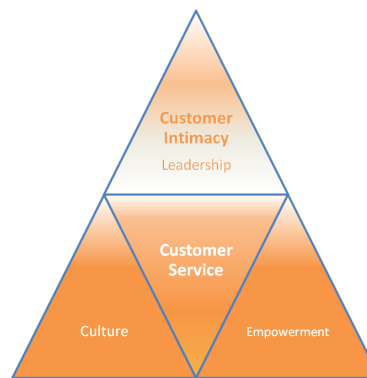
Too many companies act and therefore, appear as a commodity to their customers.

Pursuing a Customer Intimacy strategy can change how others view your firm and can help to differentiate you from your competition.

Simply saying that you care about the customer but not changing how you operate, will set expectations improperly and alienate customers forever. Pursue it, but do it right.



NEXT Strategic Advisors will work with your organization to inculcate a customer focused culture throughout your firm, leading to a greater share of wallet, and reducing your business risk.



A Customer Intimacy strategy is much more than having a Customer Service department. Every decision, by every department in your organization must be made with the interests of the customer at hand. It is a belief, not too different from a religion.

Inculcating this culture into your firm, will change how your company operates, it will empower your employees, increasing their job satisfaction, your customers will become more loyal and they will become evangelists—the most powerful sales force any company can have. Most importantly, it will differentiate your firm from your competition.

NEXT works with the leadership teams of medium-sized, high growth, entrepreneurial businesses—to help them achieve their growth potential. Entrepreneurship is the fabric of the Canadian economy and NEXT is committed to helping ensure success to this sector of the economy.

Contact **Glenn Yonemitsu, Partner**, for a confidential discussion, about how you can build a Customer Intimacy culture into your company.