



The New Customer Journey Map: How to Modernize Your Engagement Strategy to Win Market Share

4/21 1:00pm-1:15pm EDT

COVID-19 has drastically disrupted how buyers navigate through their purchasing journey. These behavioral shifts are continually evolving and at faster rates due to disruptive market forces, new technology and competitive advancement. To ensure future-ready performance, firms must ground their innovation and engagement strategies on an intimate understanding of ever-evolving buyer behavior and value set shifts.

This 15-minute session will demonstrate how to map the Buyer's Journey for each of your customer segments. Experience first-hand how to outline the purchasing journey, map critical buyer touchpoints, assign ownership of touchpoints to internal stakeholders, score your firm's performance against competition and identify whitespace opportunities for winning market share.

Key Takeaways:

- Develop a customer-back perspective for reimagining how your functional teams can engage with and treat customers
- Learn how to create Buyer Journey Maps for each of your customer segments
- How to use Buyer Touchpoints as a blueprint for innovation
- Understand how to arm Product, Sales, Marketing and Service teams with more relevant engagement strategies that create meaningful differentiation, new value and customer loyalty

Speaker Bios:

James Dorn
President & CEO, Dorn Group



James is the President & CEO of the Dorn Group. He is a proven leader with more than 25 years of consulting experience helping growth-minded executives across manufacturing and distribution firms build modern revenue growth strategies. James is a true innovator and results-oriented executive that draws upon a mix of market-back principles, competitive intelligence, agile strategic planning and data-driven decisions to help commercial teams more effectively acquire, grow and retain customers. He emphasizes the power of alignment across the product, marketing, sales and service teams for helping industrial firms build more efficient and effective business models that win market share.

J. Schneider
Managing Director, Consulting Practice, Dorn Group



J is the Managing Director of the Consulting Practice at the Dorn Group. J is an enthusiastic and collaborative leader, author and public speaker with the unique ability of helping leadership teams both formalize their vision for growth and implement change management across cross-functional teams. With over 25 years of conducting business in the EU, South America, EMEA and Asia for global manufacturers and distributors of industrial, commercial, aerospace and high-tech solutions, J brings unique, well-informed operating insights to the table that show industrial focused firms how to reduce unnecessary inefficiencies while hitting growth targets. J captures experiences from the field to fuel a customer-back approach in helping industrials develop company-wide innovation, strategic plans and customer experience improvements.

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