



CUSTOMER **CEO**™

Power Check Toolbox

Here's how to use the Power Check toolbox.

1 Fill out each power sheet.

- You will find a template for each of the nine powers in this toolbox.
- We have created a series of seven starter statements on a five point scale.
- You will quickly see that these statements are typically at the far ends of a continuum. There are no right or wrong responses; these are directional to help you assess where you rank in relation to each power.
- The purpose of these tools is to promote active internal discussion before talking to customers or prospects. This is your “as is” baseline to see where you think you are in engaging your customers.
- We encourage you to add new questions or replace these with ones that you think fit your individual circumstances better. There is no “one size fits all.” Just remember to equally weight your scores across the nine powers so you are making a fair comparison.

2 Rank order the nine powers.

- The next step in this process is to use the rank order sheet to see how your team has scored each power.
- This is critical to learn where you are doing well and where you need improvement.
- Remember that this exercise is designed to promote dialogue within your organization. You must have a starting point in your journey to better understand your customers.

3 Build your Power Curves and find the gaps.

- This is the step where you will create a visual map of your work.
- On the final tool, the Power Curve worksheet, enter the rank ordered powers in the left hand column.
- Next, score your powers by marking the corresponding spaces on each line in red.
- Connect the dots and you will have created a visual Power Curve.
- Repeat the same exercise on what you perceive your customers expect from your company for each power. Use green. Don't automatically assume they are all fives. Your product, service or industry may be different so really give this some thought.
- With this second Power Curve, you can now begin to see the gaps between customer expectations and what you are delivering (from your point of view).
- The final step is to repeat the same exercise with a Power Curve for your key competitor in blue. You will also see the gaps emerge here as well.
- This is your starting point. You may discover that your customers and prospects see things from a completely different point of view. But, now at least you have an informed starting point.



CUSTOMER **CEO**[™] Power of Me

Instructions: Score each of the seven statements based upon your own or your working group's perception. Add the scores together and divide by seven for an average score.

Our corporate culture looks inward.

① ② ③ ④ ⑤

Our corporate culture looks outward.

We are primarily product focused.

① ② ③ ④ ⑤

We are primarily customer focused.

Our leadership doesn't make customer understanding a top priority.

① ② ③ ④ ⑤

Leadership believes nothing is more important than customer insight.

We rarely spend time actively listening to our customers.

① ② ③ ④ ⑤

We actively listen to customers at all levels of the company.

We tolerate our customers.

① ② ③ ④ ⑤

We celebrate our customers.

Our customers only want the cheapest price.

① ② ③ ④ ⑤

Our customers are willing to pay more for a good product and experience.

Our customers are easy to replace.

① ② ③ ④ ⑤

Our customers would be hard to replace.

Add your scores:

○ ○ ○ ○ ○

=

Divide by 7 and enter the final score

□

CUSTOMER **CEO**TM Power of Value

Instructions: Score each of the seven statements based upon your own or your working group's perception. Add the scores together and divide by seven for an average score.

Our company is focused on price more than value.

① ② ③ ④ ⑤

Our company is focused on value more than price.

Our customers won't pay more than our lowest priced competitors.

① ② ③ ④ ⑤

Our customers will pay more for a superior experience.

Our customers are never satisfied.

① ② ③ ④ ⑤

Our customer are very satisfied.

We don't measure customers satisfaction.

① ② ③ ④ ⑤

We actively measure customer satisfaction.

Customer complaints are not taken seriously.

① ② ③ ④ ⑤

Rectifying customer complaints is a high priority.

We can only grow by stealing customers from competitors.

① ② ③ ④ ⑤

We are focused on creating new demand from non-customers.

Our customers don't often recommend us.

① ② ③ ④ ⑤

Our customers constantly recommend us to their friends and family.

Add your scores:

○ ○ ○ ○ ○

=

Divide by 7 and enter the score:

□

Instructions: Score each of the seven statements based upon your own or your working group's perception. Add the scores together and divide by seven for an average score.

Our customers believe our overall company performance is lacking.

① ② ③ ④ ⑤

Our customers believe our our overall company performance is outstanding.

We score poorly in customer satisfaction surveys.

① ② ③ ④ ⑤

We are among the best in our industry in customer satisfaction scores.

We don't often measure customers attitudes about our performance.

① ② ③ ④ ⑤

We constantly measure our customers attitudes about our performance.

There has been a decline over time in how we approach performance.

① ② ③ ④ ⑤

High performance is one of most important imperatives.

We have had many new product failures.

① ② ③ ④ ⑤

Our new products have done well.

Our company rarely seeks customer input before developing a new product.

① ② ③ ④ ⑤

Our company always seeks customer input before designing s new product.

We don't think of ourselves as designers.

① ② ③ ④ ⑤

We are encouraged to think of ourselves as designers.

Add your scores:

○ ○ ○ ○ ○

=

Divide by 7 and enter the score:

Instructions: Score each of the seven statements based upon your own or your working group's perception. Add the scores together and divide by seven for an average score.

Our company rarely considers simplicity as a way of doing business.

① ② ③ ④ ⑤

Our company culture embraces the idea of keeping things simple.

We believe in offering the widest array of products as possible to compete.

① ② ③ ④ ⑤

We focus on just a few products.

We do not consider what the customer thinks about the breadth of our products.

① ② ③ ④ ⑤

We seek input from customers about whether our products meet their needs.

We don't consider simplicity a strategic competitive advantage.

① ② ③ ④ ⑤

We embrace simplicity as a strategic competitive advantage.

We aren't required to spend time in the field observing customer barriers.

① ② ③ ④ ⑤

We regularly spend time in the field observing how our customers use our products.

Our company works in silos and product designers do not seek outside opinions.

① ② ③ ④ ⑤

Our company emphasizes collaboration across the enterprise.

We have a legacy of complexity.

① ② ③ ④ ⑤

We strive to continuously improve through simplicity.

Add your scores:

○ ○ ○ ○ ○

=

Divide by 7 and enter the score:

□

CUSTOMER **CEO**TM Power of Yes

Instructions: Score each of the seven statements based upon your own or your working group's perception. Add the scores together and divide by seven for an average score.

Customers will always take advantage of you at every opportunity.

① ② ③ ④ ⑤

Customers deserve the benefit of the doubt.

It's important to remind the customer that we are the boss.

① ② ③ ④ ⑤

We work for the customer.

If we can't make the sell, we don't waste time referring them somewhere else.

① ② ③ ④ ⑤

It's our practice to refer customers whenever possible.

We have to squeeze every last dollar out of every customer.

① ② ③ ④ ⑤

We want our customers to happily spend the money they can afford with us.

We don't trust our front line people to make decisions.

① ② ③ ④ ⑤

We believe in empowering our front line to make the right decisions.

Customers don't understand how our business operates so we don't ask their opinions.

① ② ③ ④ ⑤

We try to consider our customers opinions in every area of the business.

We have more layers of management than we did five years ago.

① ② ③ ④ ⑤

We have reduced layers of management in the past five years.

Add your scores:

○ ○ ○ ○ ○

=

Divide by 7 and enter the score:

□

CUSTOMER **CEO**[™]

Power of the Heart

Instructions: Score each of the seven statements based upon your own or your working group's perception. Add the scores together and divide by seven for an average score.

Our company makes most major decisions only from a rational point of view.

① ② ③ ④ ⑤

Our company considers the emotional aspects in making decisions.

Our culture is facts, figures, and legacy.

① ② ③ ④ ⑤

Our culture is empathic.

We would never say we “love” our customers.

① ② ③ ④ ⑤

We love our customers.

Our leadership rejects the “touchy feely.”

① ② ③ ④ ⑤

Our leadership embraces people's feelings.

Our customers are needy.

① ② ③ ④ ⑤

Our customer are content.

Our company spends the majority of time on “what is.”

① ② ③ ④ ⑤

Our company spends most of the time on “what if.”

Our company doesn't value happiness as a business imperative.

① ② ③ ④ ⑤

Our company celebrates at every possible opportunity.

Add your scores:

○ ○ ○ ○ ○

=

Divide by 7 and enter the score:

□

Instructions: Score each of the seven statements based upon your own or your working group's perception. Add the scores together and divide by seven for an average score.

Our customer insight is based primarily upon transactional data.

① ② ③ ④ ⑤

Our customer insight is balanced between data and human insight.

We do not see a benefit to social media listening.

① ② ③ ④ ⑤

We actively listen to social media to better understand our customers and competition.

We cannot measure the ROI of social media so it is not a major initiative.

① ② ③ ④ ⑤

We see social media as an investment in the future of the business.

Our competitors have a big head start in this area.

① ② ③ ④ ⑤

We are well ahead of our competitors in this area.

Social media is only used by disgruntled customers.

① ② ③ ④ ⑤

It's important to hear what all of our customers are saying, good or bad.

We do not have a "listening post" strategy for our employees.

① ② ③ ④ ⑤

We view employees as a key listening and engagement connection to our customers.

We do not encourage our customers to bring us their ideas.

① ② ③ ④ ⑤

We welcome any and all ideas from customers.

Add your scores:

○ ○ ○ ○ ○

=

Divide by 7 and enter the score:

□

Instructions: Score each of the seven statements based upon your own or your working group's perception. Add the scores together and divide by seven for an average score.

Our rules have been put in place to maintain customer control.

① ② ③ ④ ⑤

It's better for business to limit rules to a bare minimum.

If you encourage bad behavior, that's what you will get.

① ② ③ ④ ⑤

We believe most customers will do the right thing.

Today's customers are more unruly than in the past.

① ② ③ ④ ⑤

We understand we need to embrace today's customers the way they really are.

Our brand has been built on traditional business values and we are not edgy.

① ② ③ ④ ⑤

We are willing to be edgy and different.

Our brand messaging and marketing follows our industry best practices.

① ② ③ ④ ⑤

Our marketing defies our industry's traditional practices.

Our leadership believes it's better to be boring for the health of of brand.

① ② ③ ④ ⑤

Our leadership encourages our company to be bold.

We believe it's better to grow by holding firm to what has gotten us here.

① ② ③ ④ ⑤

We believe in challenging the status quo to grow our business.

Add your scores:

○ ○ ○ ○ ○

=

Divide by 7 and enter the score:

□

Instructions: Score each of the seven statements based upon your own or your working group's perception. Add the scores together and divide by seven for an average score.

The bottom line of business is profit.

(1) (2) (3) (4) (5)

The bottom line of business is profit plus purpose.

We do not practice values based leadership.

(1) (2) (3) (4) (5)

We practice values based leadership.

We pay lip service to our mission, vision and values statements.

(1) (2) (3) (4) (5)

We try to actively live our values on a day to day basis.

We have never asked our customers what values matter to them.

(1) (2) (3) (4) (5)

We ask our customers about what they value on a regular basis.

Our customers couldn't tell you what causes we support.

(1) (2) (3) (4) (5)

We have integrated the causes we support into our brand messaging.

Our are not a transparent company with our employees or customers.

(1) (2) (3) (4) (5)

Our company makes internal and external transparency a priority.

We don't spend time talking about our company values among each other.

(1) (2) (3) (4) (5)

We are encouraged to discuss the company's values and how to align them to the needs of our customers.

Add your scores:

○ ○ ○ ○ ○

=

Divide by 7 and enter the score:

□

CUSTOMER **CEO**™

Power Ranking

	Your Power Scores	Rank Order Them
Power of Me	<input type="checkbox"/>	<input type="checkbox"/>
Power of Value	<input type="checkbox"/>	<input type="checkbox"/>
Power of Performance	<input type="checkbox"/>	<input type="checkbox"/>
Power of the Heart	<input type="checkbox"/>	<input type="checkbox"/>
Power of Simple	<input type="checkbox"/>	<input type="checkbox"/>
Power of Yes	<input type="checkbox"/>	<input type="checkbox"/>
Power of the Platform	<input type="checkbox"/>	<input type="checkbox"/>
Power of Rebellion	<input type="checkbox"/>	<input type="checkbox"/>
Power of Purpose	<input type="checkbox"/>	<input type="checkbox"/>



STEP 1

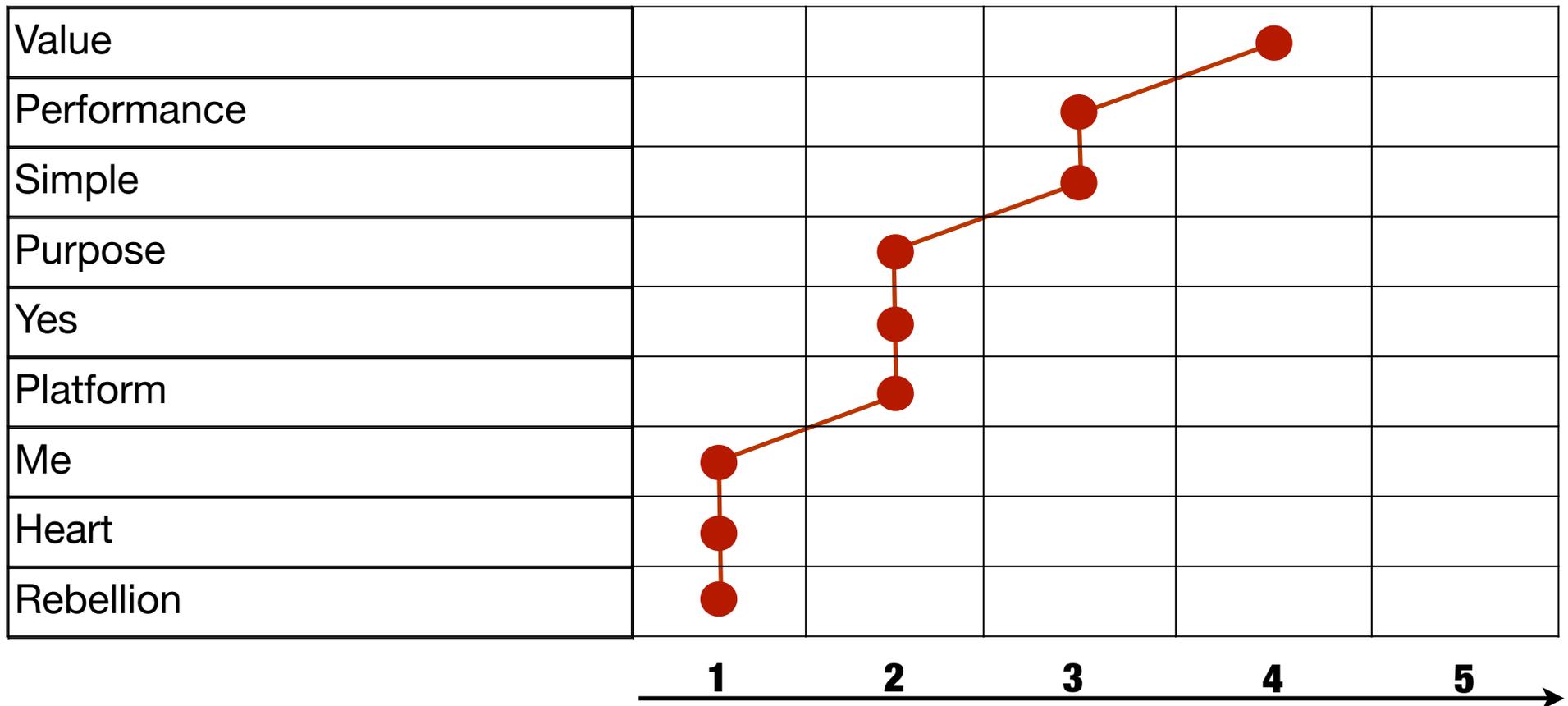
● You
 ● Your Customer
 ● The Competitor

CUSTOMER POWER RANK ORDER

Value					
Performance					
Simple					
Purpose					
Yes					
Platform					
Me					
Heart					
Rebellion					
	1	2	3	4	5

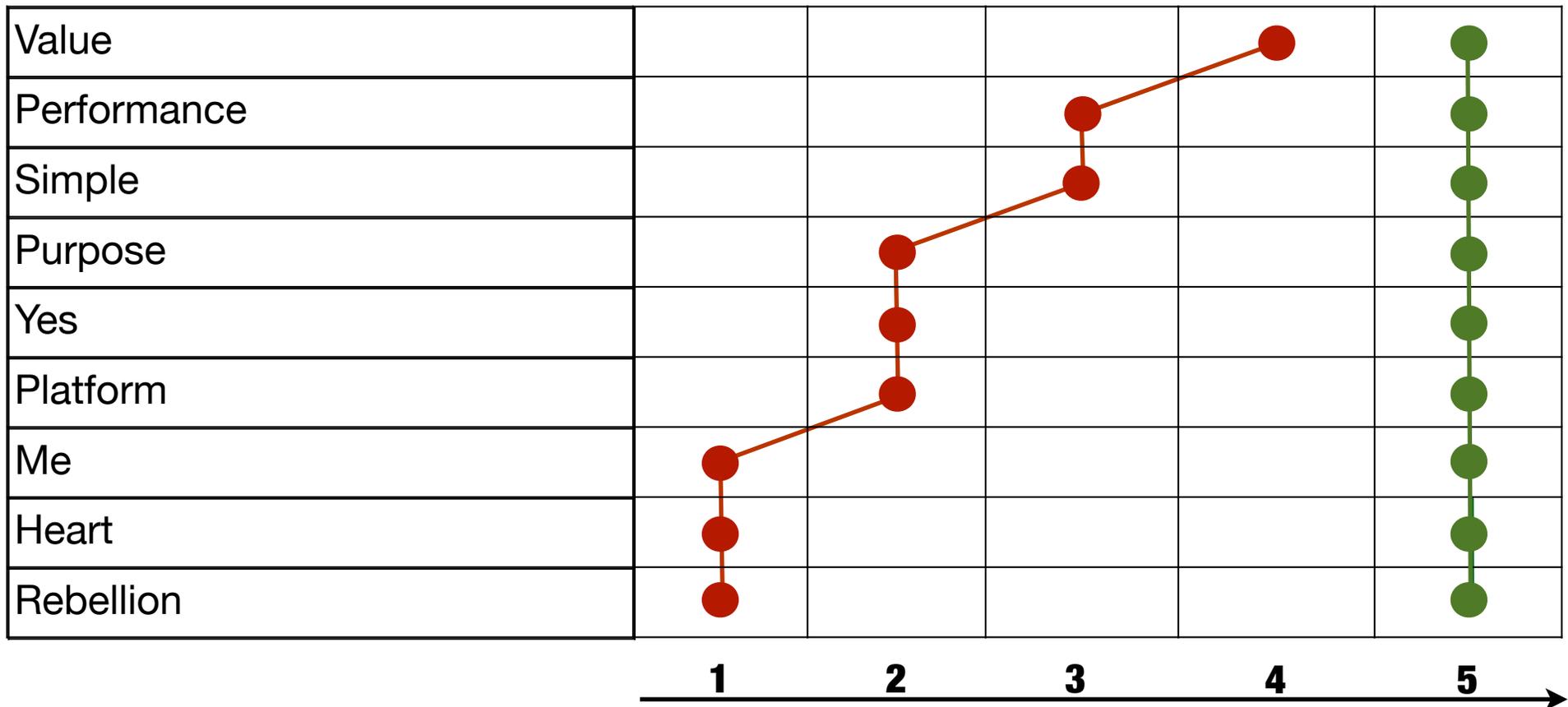


CUSTOMER POWER RANK ORDER



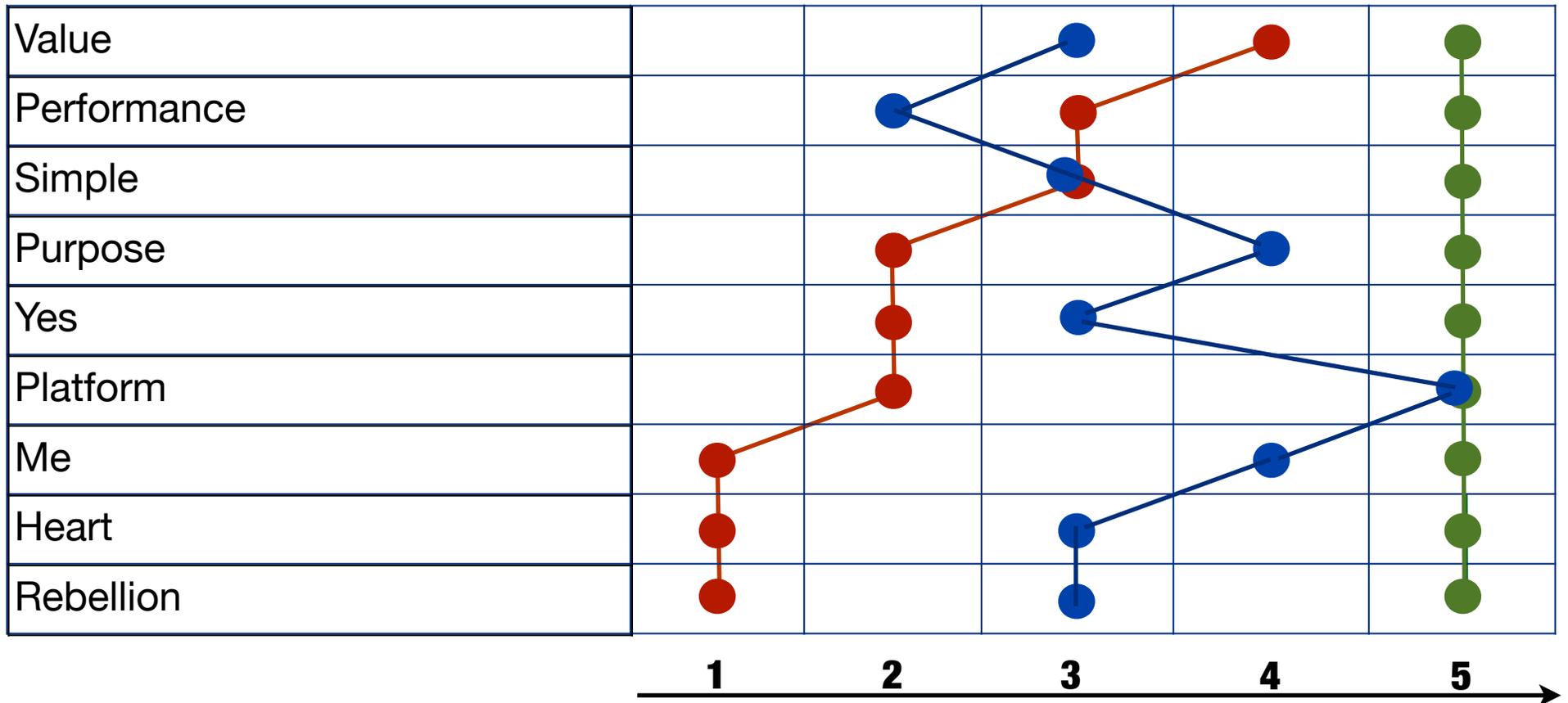


CUSTOMER POWER RANK ORDER





CUSTOMER POWER RANK ORDER



CUSTOMER **CEO**[™] Power Curves[™]

● You ● Your Customer ● Top Competitor

CUSTOMER POWER RANK ORDER

1 2 3 4 5 →





Questions?



info@marketpowergroup.com



210.960.7100

