



9 Conversations

Tell the story of your new business

SESSION GUIDANCE NOTES

Step 5: Customer relations and channels

Guiding questions

What relationships will I have with my customers

What channels will I use with my customers?

Objectives

The main aim of this session is to fill in the BMC sectors on customer relations and channels.

This includes

- To be clear about the relationship my business will have with the different types of customers
- To be able to explain what my customer channels will be
- Be able to present or critique the BMC of two participants

Agenda in minutes

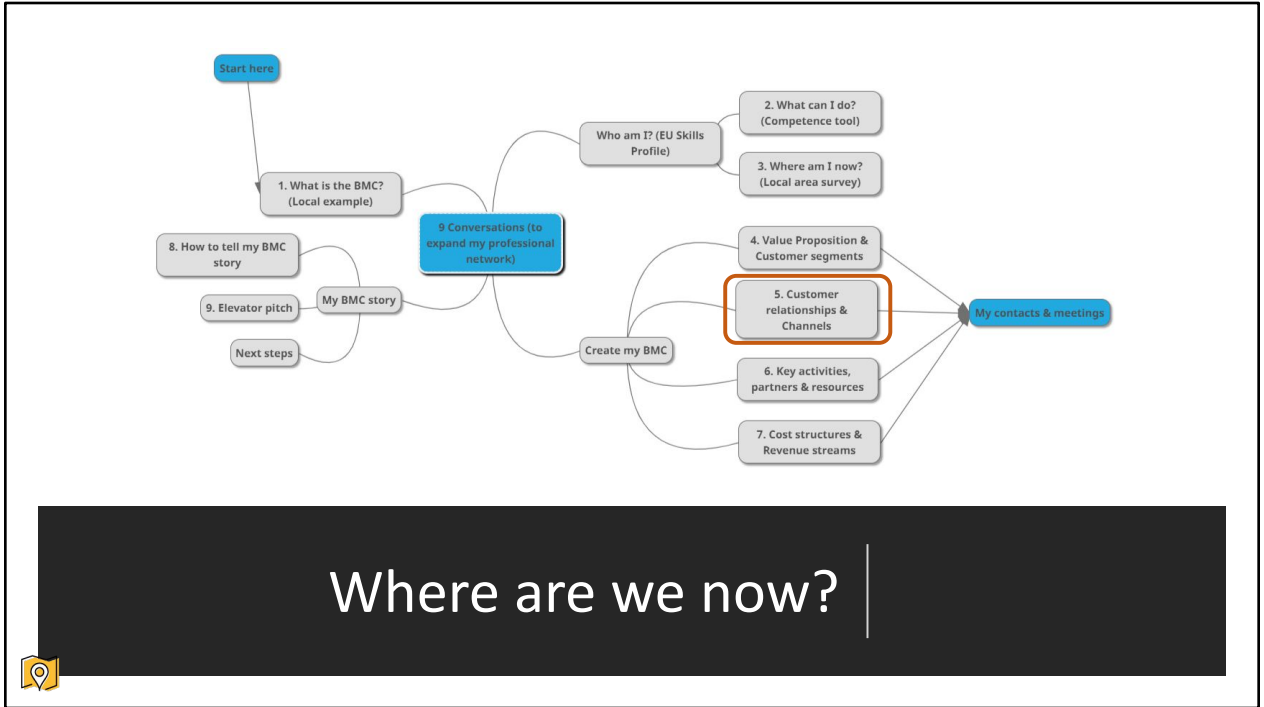
Where we are now	5
Expectations	5
Customer relations	30
Channels	30
Add to your BMC	20
Contacts and meetings	10
Wrap up (diary etc)	5



SESSION GUIDANCE NOTES

The group may decide to spend more time in some areas and less time on other areas.

The green highlight is the participant led discussion part of the session.



SESSION GUIDANCE NOTES

5 minutes

Confirm the 9-week programme using the diagram and offer flexibility of the steps.

Add expectations from last week here.

My contributions



A 3D white figure holding a blank white sign. The figure is standing and facing forward, holding the sign with both hands. The sign is rectangular and blank. The figure is positioned on the right side of the slide, next to the text 'Add expectations from last week here.' and below the title 'My contributions'. There is a small icon in the bottom left corner of the slide.

SESSION GUIDANCE NOTES

5 minutes

Preparation

Replace the image on the right with a copy of the expectations agreed by the group.

Activity

Remember your agreed expectations and contributions.

Are we on the right track to meet these?

Do the expectations need to be amended?

Channels

- Through which channels will your customers prefer to be reached?
- How do you reach them now?
- How are our channels integrated with each other?
- Which channel works best?
- Which is the most profitable?
- How do we integrate them into customer routines?



Benchmarks along the way

Attention

- How do we create awareness about our products and services?
- How are we judged?
- How do we help customers judge our value factors?

The purchase

- How do we make it possible, and easy, for customers to buy our product?

Delivery

- How do we deliver the individual value factors to the customers?

After sales

- How can customers get service and support after the purchase?

SESSION GUIDANCE NOTES

30 minutes

Key slide

You may like to start this slide by watching this short video:

https://youtu.be/EuAvvNNjK_k

Participants need to think in detail about how they will reach customers eg face to face, online by answering the questions on this slide.

What are the connections between this BMC sector and the ones we looked at before?

You can get more ideas from pages 26-27 in the free trial of the Business Model Generation book.

If you do not understand some of the questions, try to figure it out together.

Customer relations

What type of relationship do you expect to have with each different customer segment that you identified in the last meeting? How will you establish and maintain these relationships?

Examples

- Personal service
- Customised personal service
- Web-based e-commerce
- Automated service
- Self-service



SESSION GUIDANCE NOTES

30 minutes

Key slide

You all need to think in detail about what your relationship will be to the different types of customers.

You can get more ideas from pages 28-29 in the free trial of the Business Model Generation book.

If you do not understand some of the questions, try to figure it out together.

Business Model Canvas example



SESSION GUIDANCE NOTES

20 minutes

Key slide

Preparation

Remember to replace the video with a local example.

Activity

Can we add some post-its to a BMC template?

The video may not contain much detail, but participants may wonder about channels and conditions involved in the case study.

Add ideas for channels and customer relationships to your BMC

Discuss with colleagues what you have added.

Contact and meetings

- Meetings
- Email
- Phone



SESSION GUIDANCE NOTES

10 minutes

How are you going to get more information about possible customer channels and relationships?

Share challenges in making contacts eg language challenges, cultural differences

Share advice on how to find useful information and how to make contacts

Report back on useful local sources of information, meetings or phone calls completed.

Standard prompts for expanding your network

Think about who might be able to help you add details to your BMC.

Time to talk about contacts and meetings that need to be set up before next week.

Talk about how to find out about relevant people and organisations to contact about your business idea.

Exchange ideas about how to find out about local information eg libraries, online portals and so on.

How will you keep records of who you have contacted and what the result was.

This is important to set up from the beginning.

More advice on networking here:

<https://www.popupbusinessschool.co.uk/popup-online-course/step-19-networking-making-connections-that-will-pay-off>

Report back on useful local sources of information, meetings or phone calls completed.

Check that record keeping of contacts is working.

This is linked to the main 9 Conversations badge as participants must be able to document at least three new useful contacts in order to get the overall programme badge.



SESSION GUIDANCE NOTES

5 minutes

Quick round in the group using the prompt questions below.

You can also make your own notes about each session in your learning diary, at the bottom of this page or some other way.

Prompt questions

Describe something you learned in this session.

Describe something that puzzled you in this session.

Describe something that one of your group colleagues did or said that you found helpful.

Describe something you want to find out more about as a result of today's session.

How could the session be improved? Consider telling the facilitator.

What progress have you made on your personal BMC?

How are you meeting your SMART goal?

Future meetings

We will be meeting at [location, date and time]

- Date, location
- Date, location
- Date, location



SESSION GUIDANCE NOTES

Ensure you are clear on the details of the next meeting.
Share contact info?
Pool transport?

Get the Badge

To complete this step you must:

- add customer relationships and channels to your BMC template
- engage with the group either to describe your BMC in detail or to give feedback on someone else's BMC.
- add a reflective entry to the learning diary that addresses at least one of the prompt questions

Complete this step by posting to [link]



SESSION GUIDANCE NOTES

This is to be completed outside the session.
Facilitator collects evidence to support awarding the badge.

Info and links

Customer channels video (subtitles in several languages)

<https://www.coursera.org/lecture/business-model-canvas/channels-and-customer-relationships-presentation-Xmwsp>

Available from the app

- Williams Skrædderi
<https://youtu.be/GuVI4L2t-gE>
- Self-evaluation rubric
<https://9conversations.no/self-evaluation/>

Extra info

- First part of the Business Model Canvas book (see pages 26-29)
<https://www.strategyzer.com/books/business-model-generation>
- <https://www.designabetterbusiness.tools/tools/business-model-canvas>
- 9 Conversations FAQ here
<https://9conversations.no/faq-prototype/>



If you want to take it further

Watch the video on why you need a relationship with your customers.

Complete the badge for this session.

Add your channels and customer relationships to your BMC in more detail.

Watch this video on the link between customer channels and relationships. Customer channels video (subtitles in several languages)

<https://www.coursera.org/lecture/business-model-canvas/channels-and-customer-relationships-presentation-Xmwsp>

Why should I have a relationship with my customers?

- Example
- Your start up is a hair salon and put effort in building a personal relationship with the customers
- Potential benefits
 - The customer like you and are you as their private hairdresser (exclusive)
 - You can inform the customer that it is time for a new hair cut. (include)
 - You know their hair and can recommend relevant products (know what)
 - The customer will recommend you to others (customer acquisition)
 - Maybe you can set up the price because the total UP is now more than just the haircut and therefore the customer is willing to pay more?

MASTERING CONVERSATIONS



SESSION GUIDANCE

Participants aiming for Level 2 certification should complete the following assignment in their e-portfolio.

Reflect on the different relationships you can build with your customer. What are the pros and cons for the different customer relationships?

Aim to write 300-750 words.

Video: <https://youtu.be/tdB0wxn04vY>