

# Customer Scenario<sup>®</sup> Mapping Training

*Self-Paced Training with Hands-On Certification*

[http://www.psgroup.com/consulting\\_csm\\_diy.aspx](http://www.psgroup.com/consulting_csm_diy.aspx)

- Want to be masterful in leading [Customer Co-Design Sessions](#)?
- Learn Patricia Seybold Group's proven co-design methodology: [Customer Scenario Mapping](#)
- Gather customers' future requirements based on their [scenarios](#)
- Build consensus across your organization to focus on what matters most to customers
- Become certified to run your own CSM sessions with customers, employees, and partners

## OVERVIEW

Customer Scenario<sup>®</sup> Mapping is the best way to design processes, services, solutions and business models to meet customers' needs. Using this technique, you can quickly discover and communicate a context-rich set of customers' ideal requirements and align your organization and your partners around customers' goals and priorities.

## Training and Certification

CSM training and certification used to cost \$50,000 to \$100,000. With our new streamlined "Do It Yourself" online training and public customer co-design workshops, where you can practice your skills in actual real-life situations, We are now able to offer the complete training and certification for \$5,000 per person.

Once you've been trained and certified as a CSM Facilitator, you'll be licensed to use the methodology with your employees, partners, and customers without ever having to renew your certification.

## SIGNIFICANT BENEFITS

<p><b>Continuous Customer Innovation</b></p>	<p>By bringing CSM facilitation skills in-house, your company can create a continuing customer co-design program with lead customers and key stakeholders, supporting a consistent outside-in approach to <a href="#">customer innovation</a> throughout your organization.</p>
<p><b>Reduced Cost</b></p>	<p>Companies with certified CSM facilitators are licensed to run unlimited customer and partner sessions*, thus eliminating the consulting fees associated with hiring the Patricia Seybold Group Master Facilitators to plan and execute customer co-design events.</p>



### In a Nutshell

- A proven hands-on methodology for gathering customer requirements.
- "Do It Yourself" online training program covers the concepts and principles of CSM.
- In-person facilitation practice cements your skills.
- Certification via participation in live CSM session addressing real customer issues.

### [Learn These Customer Co-Design Techniques:](#)

- [Behavioral Segmentation](#)
- [Identify & Recruit Lead Customers](#)
- [In-Depth Customer Interviewing](#)
- [Issues & Vision Discussions](#)
- [Define Customer Personas in Context](#)

**Reusable Techniques in Gathering Information from Customers**

The [CSM concepts and techniques](#) you will learn and apply can be used in many other customer-facing situations to forge strong and lasting relationships with customers as well as to truly surface the issues that customers care about.

**TWO STEPS TOWARDS CERTIFICATION**

The basic training and certification process can be accomplished in two simple steps:

1. Do-it-Yourself online training modules (\$2,500 per person)
2. In-person facilitation practice and actual facilitation of a real-life customer co-design session - either via a public CSM Practicum & Certification workshop (\$2,500 per trainee) or customized for your organization and conducted at your location with your customers/stakeholders (Negotiated Fee).

(Note that the people who are most successful are those who are experienced in other forms of facilitation, active listening and consulting. Our curriculum does not include basic facilitation skills training.)

Ideally, we recommend that you train a team of three or more facilitators at a time. Having a group of professionally trained CSM consultants dramatically increases the effectiveness of the methodology. A team of CSM consultants can support one another throughout the process of preparing for and leading Customer Scenario<sup>®</sup> Mapping sessions. Having three to four certified consultants enables you to lead multiple Customer Scenario<sup>®</sup> Mapping teams in parallel, maximizing customer and partner involvement and increasing the impact of each Customer Scenario<sup>®</sup> Mapping session.

\* Certified Consultants who use CSM as part of a billable service are subject to a licensing fee for the commercial use of the methodology.

For more information, please contact [csm "@ " psgroup.com](mailto:csm@psgroup.com) or (617) 742-5200.



**Internal Customer Scenario Mapping**

**Creating Operational Scorecards**

**Customer Scenario Mapping with Customers & Partners**

**Turning Maps into Action Plans**

**Nurturing Your Lead Customer Community**

**Some of Our CSM Training Clients:**

- Agilent
- Amway/Quixtar
- ATG
- Emerson Electric
- Keyspan Energy
- Nova Scotia Community College
- OOCL/CargoSmart
- Oriental Trading Company
- Symantec
- Upskill New Zealand

**Free Download:**

[\*Let Your Customers Co-Design Your Customer-Critical Initiatives\*](#)

View our [Customer Scenario Mapping Research](#) and [Customer Scenario Patterns](#)

(You'll have access to all of this when you enroll.)