

# Sela.



ComAmbDG

## Empowering Tech Teams as Growth Ambassadors



[college@sela.co.il](mailto:college@sela.co.il)

03-6176666





# Empowering Tech Teams as Growth Ambassadors

ComAmbDG - Version: 1

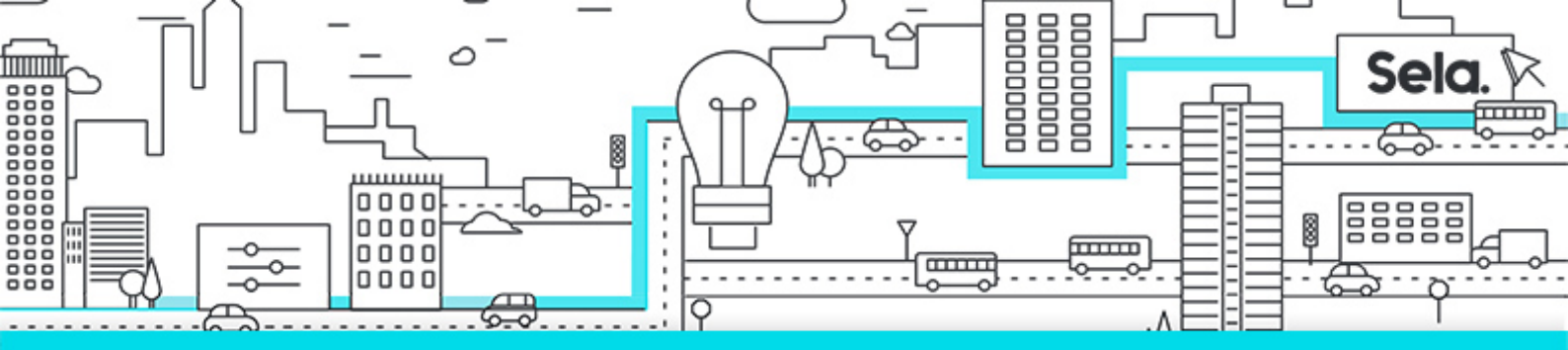
## 1 day course

### Objectives:

- Develop Tech Teams as Effective Company Ambassadors
- Drive Growth through Customer-Centricity
- Foster Collaboration and Measure Impact

### Topics:

- **The Power of Existing Customers**
  - Understanding the significance of existing customers in driving growth
  - Exploring statistics on churn reasons and growth opportunities
  - Leveraging customer feedback and testimonials as powerful marketing tools
- **Identifying New Opportunities - Theory**
  - Techniques for identifying pain points and customer needs
  - Utilizing the "5 Whys" methodology to dig deeper into customer requirements
  - Classifying leads and understanding their potential value
- **Identifying New Opportunities - Practice**
  - 
  - 
  - 
  - Interactive exercises to practice identifying customer pain points
  - Role-playing scenarios to understand effective questioning techniques
  - Group discussions to analyze and classify leads based on potential value



- **From Silo to Effective Collaboration**

- Recognizing the importance of collaboration in driving company growth
- Overcoming silo mentality and fostering a culture of teamwork
- Strategies for effective cross-team communication and knowledge sharing

- **Collaboration Processes - Practice**

- Implementing collaboration tools and platforms for efficient communication
- Group activities to practice collaborative problem-solving and decision-making
- Developing effective workflows and processes for cross-functional collaboration

- **Measuring Success - Incentives for Tech Teams**

- Understanding the importance of measuring and tracking success metrics
- Identifying key performance indicators (KPIs) for tech teams
- Exploring incentive structures to motivate and reward team members for their contributions

- **Creating an Ambassador Mindset**

- Developing strong interpersonal and communication skills
- Building relationships with stakeholders and customers
- Practicing effective storytelling to promote the company's products/services

- **Sustaining Ambassadorship**

- Establishing feedback loops for continuous improvement
- Creating a supportive environment for ongoing collaboration and growth
- Developing personal action plans to apply workshop learnings in everyday work