

## **ABOUT HOWARD HYDEN'S INTERVIEW:** ***"Creating a Customer Focused Company"***

**Time:** 43 minutes, 1 second

Jon Schallert interviews Howard Hyden, President of the Center for Customer Focus, on the specific steps every business can take to gain a competitive advantage by using a customer focus strategy. The following topics are discussed in this interview:

- What is a customer-focused company?
- Is customer service the same as customer-focus?
- Why great customer service doesn't give you a strong competitive advantage
- Why it's important to: "Ask the customer what awesome would be" and then apply this to your business
- Why people on your staff who never interact with customers need to be thinking about customer-focus
- The best way to get referrals from customers

Questions or problems? Contact The Schallert Group: [Info@JonSchallert.com](mailto:Info@JonSchallert.com) or 970-281-2923

## ABOUT HOWARD HYDEN

### Author, Speaker and Expert on Customer Focus



Howard Hyden served as a senior marketing executive for a Fortune 100 company for four years. In this capacity he directed research and development of strategies for transforming the entire organizational culture into a Customer Focused one. He did this by conducting interviews at some of the nation's most prestigious business schools--Stanford, Harvard, Duke, and Kellogg--as well as at several major corporations. As a result, he combined both the discipline of marketing and organizational development into a unique, integrated approach. He designed innovative tools to assist organizations integrate Customer Focus into the infrastructure of their organizations. Howard has experience in marketing to industrial, government and consumer markets.

Howard Hyden is nationally recognized as the leading authority in helping companies become Customer Focused. As a corporate executive, entrepreneur, keynote speaker, workshop facilitator, author and president of The Center for Customer Focus, he assists organizations to begin making profound transformations. He has inspired change at companies worldwide including Del Webb, 3M, Wells Fargo, and Dunn & Bradstreet.

Mr. Hyden has spoken at numerous conferences, association meetings, and trade events including the prestigious *Inc. Magazine's* annual conference on "Growing Your Business." He has presented in various capacities including keynote speaker, breakout session presenter, and workshop facilitator. As a keynote speaker, he has shared the platform with Stephen Covey, Tom Peters, Peter Ueberoth, and others. He is a featured author in a book entitled *Conversations On Success*. He is the author of *Add Value or Stay Home*.

Howard Hyden is an honor MBA graduate from Pepperdine University and majored in electrical engineering as an undergraduate at the University of Illinois.

## MORE INFORMATION ABOUT HOWARD HYDEN

Website: [CustomerFocus.org](http://CustomerFocus.org)

Howard's Book:

