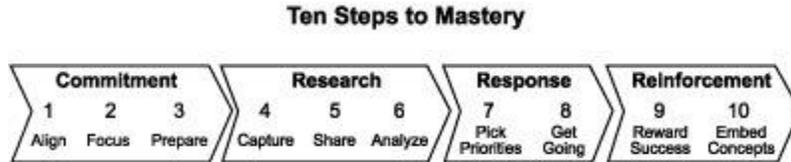


## Tools of Customer Value Management

### Free Factsheet Series

#### Ten Steps to Mastery



Over the years Ray has developed a ten-step process that he has termed the "Ten Steps to Mastery". These steps represent the actions that need to take place to ensure a customer value management program that will generate maximum results.

In the book, Ray offers a caveat: "While these activities are presented as a linear sequence, roughly in the order in which they're likely to take place, they're intended to work together as an integrated system. So, for example, while Reinforce Success through Recognition and Rewards shows up as Step 9, you really have to start thinking about this up front as you establish your work plan. It may possibly shape some of your decisions on how the survey is designed and conducted. It will certainly shape your discussions with business leaders as you present and work with results, and it will be an important element of your education and training program."