

As Peter Drucker, management guru, famously once said:

**"There is only one valid definition of business purpose:
to create a customer".**

Breakfast Briefing– 4th March 2003 – London

Peter Drucker's words still hold true today – although first published almost 50 years ago!

Recognition that the customer is the main purpose of any business and that a company lives or dies by the number of customers it can win and develop has certainly taken prominence in recent years. However, attracting new customers and growing existing customers is a more difficult task than ever before, with more competition, more fickle and demanding customers, rocky economic conditions, and many markets becoming commoditised.

Something that makes the Performative approach unique is the way in which we make a clear distinction between “Customer Generation” and “Opportunity Generation” – sales people having sold a product or service to a prospect will often declare that they now have a customer – this is usually not the case!

To find out how Performative can help you to attract and develop customers, join us for breakfast, where we will introduce you to our approach and you will have the chance to hear first hand how we helped one of our customers to improve their performance.

Agenda

- 8.00 AM - Registration
- 8.30 AM - Breakfast (cooked breakfast)
- 9.00 AM - Introduction
- 9.05 AM - Smart421 Case Study – Presented by Julian Harris (CEO)
- 9.30 AM - Performative Solution
- 9.55 AM - Close

There will be plenty of time for networking with peers in other companies during registration and also throughout breakfast, which will be served around the conference table.

Due to the limited availability of places, 25 in total, it is advisable to book as soon as possible by faxing back the attached booking form. We would appreciate, if once you have booked a place, if you are unable to make it for any reason that you give us as much advance notice as possible prior to the event so that we have the opportunity of inviting others.

The briefing is being held in the “Catalyst Conference Room” in Intellect offices, 20 Red Lion Street, London. WC1R 4QN. The nearest tube station is Holborn, but form more information on how to get to Intellect please log on to www.intellectuk.org

**For any further information contact our sales department on 01494 582 084,
or email sales@performative.net and we will be happy to help you.**