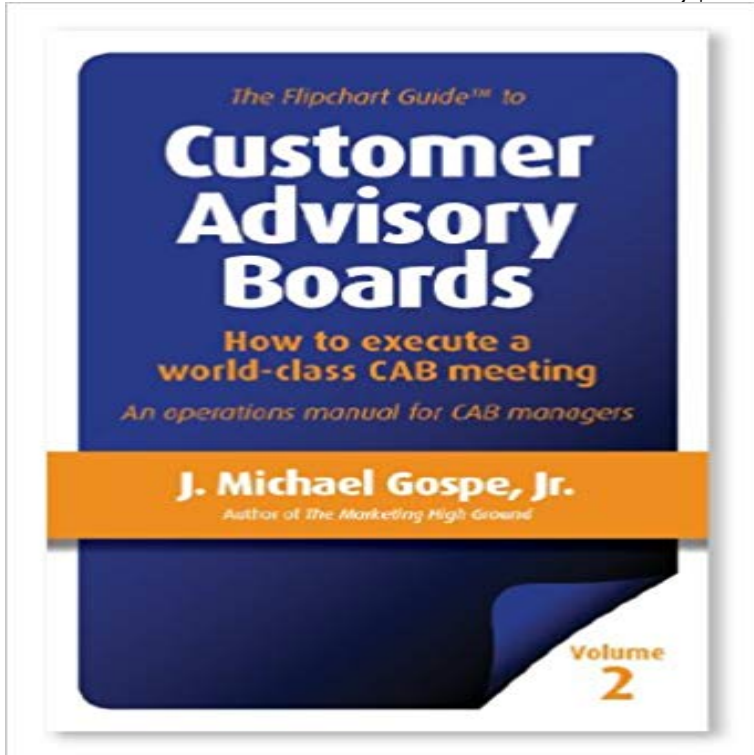


The Flipchart Guide to Customer Advisory Boards, Volume 2: How to execute a world-class CAB meeting



A customer advisory board is a strategy-level focus group consisting of a dozen or so of your most important customers. It acts as a sounding board for your leadership team to validate your business direction, test new product concepts, and ensure your company is in sync with your customers business plans and priorities. This guidebook, written for first-time CAB managers and others wanting to hone their skills, provides an operations manual for bringing your CAB meetings to life. View the master timeline for producing successful CAB meetings. Unlock the criteria for determining which customers to invite and how to invite them. Discover how to build an agenda that will engage customers. Review tips and tricks for working cross-organizationally to prepare effective content and presentations. Know what to expect from a facilitator. Learn how to share CAB feedback internally so your organization can take action. With a specialty in advisory boards, J. Michael Gospe, Jr. is a professional CAB facilitator with more than a decade of CAB experience working with some of today's most innovative companies. Here he reveals how executives are using CABs to tune their company's vision and roadmaps. You'll discover why CABs are becoming indispensable for enhancing relationship with strategic customers, improving customer loyalty, and sustaining a competitive advantage.

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