

LEAN CUSTOMER DISCOVERY FOR MANUFACTURERS

Discover new customers and grow your business

Program Details

- ◆ Session dates: Aug. 14, 29, Sept. 12, 26, Oct. 10, 24
- ◆ Each session is 3 hours. Lunch is provided at Aug. 14 session.
- ◆ Location: Gwinnett Technical College
- ◆ Cost: \$1,500

*Be the 1st from
your market to
sign-up.
Competitors NOT allowed.*

How often does your team leave the office to talk to customers and potential customers about their overall product and service needs?

Reports provide good data but **customers provide great insight.**
This 6-week intensive program will challenge you to ask the tough questions and provide you with real direction to organically **grow your business** before you invest excessive time and money.

By participating in Lean Customer Discovery you will:

- ◆ Using rapid discovery learning cycles, interact with several current and potential customers a week.
- ◆ Gauge new customers, understand their problems, and learn about their needs.
- ◆ Find new customers for your existing products or services.
- ◆ Develop new product offerings based on uncovered customer needs.
- ◆ Determine how to position your company to new customer markets.
- ◆ Report your findings to the group and learn through real exercises.
- ◆ Gain feedback from Georgia Tech coaches that can be applied to the next learning cycle.

www.gamep.org

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