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CEO Focus

By Global Business Institute

RF_GBI_CF_GC

Prof. Larry's advice -

"Apart from the 'learn feel do' process to grow customer, we can also make use of 'do feel learn and do more' process to grow customers."



Sky100 ---- Our Customer

CEO Focus - Grow Customers

According to researches, there are five steps to grow customers: aware, understand, like, act and habituate (we called it 'learn feel do' process). To apply the model effectively, we need to understand why people stop in certain step (e.g. people like our products but do not buy them, it may be lack of affordability).

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As a professional management consulting firm founded in 2001, GBI specializes in providing effective business research, formulating strategy, executive training and coaching services to clients in HK, mainland China as well as MNC around the globe.

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