



Paul Henderson



Speaker, Author and Consultant on Outcome-based Customer Success for Technology Vendors

Keynote Presentation

Why Leading Technology Companies are Adopting Outcome Programs for Customers

Description

An outcome program offers a way to tackle the challenges faced by businesses today. And in the present times, being crystal clear about the outcome you enable for customers becomes all the more important.

In this session Paul will share with you ideas to:

- Find new ways to grow and overcome sales and marketing difficulties
- Address the competitive pressure causing shrinking margins
- Position your Cloud and as-a-service offerings
- Recruiting and retaining talent and managing customer expectations
- Deciding what products and services to offer in the face of product commoditisation

Bio

Paul Henderson is an author, speaker and consultant. Before founding Outcome Leaders, he led the Asia Pacific region of an enterprise software company. He had 200 staff across nine countries. In his last five years there, he and his team designed and successfully ran an outcome program across the AP region. He's written two books, both on outcomes. His second, *The Outcome Generation*, is used across the world. While much of his work is in the US and Europe, he joins us on Oct 20 for this presentation.