



Strategic Improvement Systems



Customer Segmentation

A 60-minute public Zoom webinar on **August 22, 2023** instructed by

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Webinar Description: Without customers . . . what have we? *Customers* are an essential organizational stakeholder group and the focal point of business models. However, “A customer is not a customer.” Customer segmentation is an invaluable approach for better understanding and serving customers. This webinar will cover the following topics: *Customer Scenarios, Segmentation Applications, Segmentation Perspectives, Idiosyncratic Perspectives, Personalization, Segment Analysis, and Segment Prioritization.*

Webinar Date: August 22, 2023

Time: 7:30 a.m. to 8:30 a.m. CST (60 minutes)

Price: \$100 USD Per Person by August 18, 2023

Platform: Zoom

The Process: Each participant will be sent on August 21, 2023 a (1) Zoom invitation and (2) PDF of the slides if payment has been received. Participants should join the Zoom meeting before 7:30 a.m. on August 22, 2023. The webinar will start at 7:30 a.m. CST.

Registration & Payment Information

To register . . . Send an email message with the information below to charles@sisliedtke.com

- (1) Name, (2) Title/Position, (3) Organization, (4) Email Address, & (5) Payment Preference

Payment-in-full of **\$100 USD** must be received by **August 18, 2023**. There are three ways to pay:

1) Mail a check to Charles at the address below with the registration information (above).

Charles A. Liedtke, Ph.D.

Strategic Improvement Systems, LLC

6231 Hummingbird Road

Excelsior, MN 55331

2) Email Charles a purchase order with your registration information and you will be sent an invoice.

3) Email Charles your registration information and indicate that you would like to pay by credit card. You will then receive an invoice through PayPal.

A person's registration is transferable to another person at any time until 5:00 p.m. on August 21, 2023. Just email Charles your registration transfer request. There are no cancellation refunds.

Email Charles if you have questions at . . . charles@sisliedtke.com.

Privacy Notice: Registration information will only be used for internal administrative purposes by Strategic Improvement Systems, LLC and will not be shared with any third party.