

December 11, 2014

## Delivering Top Customer Experiences: Every Time!!!

### Organizers

Jim Handlon, CEO, Bottomline Partners  
 Kathy McNeill, President, Solutions Consulting LLC

### Presenters

Brendan Armstrong, CEO, Trinity Solutions, Inc.  
 Jim Schleckser, CEO, Inc. 500 CEO Project

### Presentation Overview

Small & medium size companies are constantly trying to improve the customer experience resulting from delivering their products & services. Unfortunately, customers have very different viewpoints about what they are getting ---and NOT getting---than most companies perceive. CEOs continue to address & worry about “their customer experience”, but most get so-so results as seen from customer’s eyes. Customer satisfaction is the NUMBER ONE leading indicator of long-term economic success in small & medium size companies.

This CXO session addresses important ingredients to help CEOs build & deliver what is needed to achieve outstanding customer experiences every time. Specifically, the speakers will focus upon (1) driving customer experience processes embedded in day-to-day operations, (2) getting customer stickiness, (3) knowing the real economics of acquiring & losing customers, and (4) defining YOUR competitive advantage and monetizing this gold. Our presenters are experts delivering top customer experiences in their company’s and CXO participants should find this content very compelling and helpful in delivering top customer experiences.

### Presentation Key Takeaways

1. Priceless Results: “Customer Stickiness”
2. Insider Tips on Achieving Day-to-Day Customer Experience Success
3. Defining YOUR competitive advantage
4. Cost to ACQUIRE a customer & cost to LOSE a customer
5. Value proposition & delivering every time with systems

Date | Time | Location

THURSDAY  
 December 11, 2014

7:30 AM to 8 AM  
 Networking and  
 Continental Breakfast

8 AM to 9 AM  
 CXO Forum  
 Presentation

9 AM to 9:15 AM  
 Burning Issues: Discuss  
 your specific challenges  
 with colleagues and  
 fellow CXO Forum  
 members

Location  
 Cherry Bekaert  
 1934 Old Gallows Road  
 4th Floor  
 Vienna, VA 22182  
 703.506.4440

For directions, visit  
[www.cxoforum.com](http://www.cxoforum.com)

FOUNDING PARTNER



STRATEGIC PARTNERS



For more information,  
 please contact  
 Neal G. Koller  
 President, CXO Forum  
 President & CEO,  
 PluroGen Therapeutics, Inc.  
 443.994.0101  
[nkoller@cxoforum.com](mailto:nkoller@cxoforum.com)

Bring A Guest!

[www.CXOForum.com](http://www.CXOForum.com)

Volunteer For A Committee

**December 11, 2014**

**Date | Time | Location**

### About Our Presenters

#### Brendan Armstrong, CEO, Trinity Wiring & Security Solutions, Inc.



Brendan founded the company in 2001, and has grown into one of the Mid-Atlantic's largest Audio-Video Integrators as well as one of the Top-100 Security companies serving both residential & commercial customers in the US. Awards from CE Pro Magazine in 2013 and SDM Magazine recently spotlight Trinity's successes.

Brendan attributes the success to his 3-core business principles: create a culture of & deliver exceptional service & customer relationships, take care of & pay close attention to your employees, and do the right thing for your customers every time. Trinity has one of the lowest customer "churn rates" in the industry, has a national reputation for exceptional customer service, and is a "rock star" of service excellence in the industry. Brendan is a NYC native, and serves actively in the "Greybeards" a community outreach association for the underprivileged in his hometown as well as his church in Fairfax and the greater Fairfax community.

#### Jim Schleckser, CEO, Inc. 500 CEO Project



Jim, CEO of Inc 500 CEO Project, is a firm committed to the improvement and growth of CEOs of middle market companies. With over 25 years of leadership in multiple businesses, he brings experience in managing organizations in both public and private environments across many functional areas to the table. His experience ranges across multiple industries & 26 countries. Jim is an expert in growing companies, small company business strategy & execution, marketing & sales, customer service excellence, and driving the highest performance and market value for high growth companies.

The author of over a score of published technical papers and articles, Jim holds a Bachelor of Chemical Engineering from the University of Delaware and an MBA from the U Conn. He writes "Entrepreneurs Edge" a bi-weekly column for Inc.com. He is author of the soon to be published book, "5 Hats - the Roles You Must Use to be an Effective CEO".

He is a soccer player, CrossFitter and motorcyclist. He resides in Potomac, MD with his wife & two children.

THURSDAY  
December 11, 2014

7:30 AM to 8 AM  
Networking and  
Continental Breakfast

8 AM to 9 AM  
CXO Forum  
Presentation

9 AM to 9:15 AM  
Burning Issues: Discuss  
your specific challenges  
with colleagues and  
fellow CXO Forum  
members

Location  
Cherry Bekaert  
1934 Old Gallows Road  
4th Floor  
Vienna, VA 22182  
703.506.4440

For directions, visit  
[www.cxoforum.com](http://www.cxoforum.com)

FOUNDING PARTNER



STRATEGIC PARTNERS



For more information,  
please contact  
Neal G. Koller  
President, CXO Forum  
President & CEO,  
PluroGen Therapeutics, Inc.  
443.994.0101  
[nkoller@cxoforum.com](mailto:nkoller@cxoforum.com)

**Bring A Guest!**

**[www.CXOForum.com](http://www.CXOForum.com)**

**Volunteer For A Committee**