



A MOBILE LEARNING PROGRAM
ACCOUNT MANAGEMENT

PRESENTED BY:



POWERED BY:



THE CLIENTS FOR LIFE® CLIENT RETENTION PROCESS

YOUR GUIDES



LEAD GUIDE
JOHN GAMBLE
 FOUNDER, TENACITY INC.



LEAD GUIDE
STEVE WURZBACHER
 PRINCIPAL, TENACITY INC.



KATHY SCHWAIG, PH.D. AND DEAN
 COLES COLLEGE OF BUSINESS

The Digital Badge in Account Management program integrates Clients for Life principles and tools with gamified mobile learning that educates and entertains. Discover what world-class account managers know and use every day, and how they keep the clients that they have worked so hard to get.

Account Managers will Learn how to...

- Apply the **Attitude and Action™** principles for understanding and managing client relationships
- Design and lead an **Expectations Session™** with key clients
- Use the **Web of Influence®** method for mapping relationships
- Effectively communicate and connect with clients
- Implement the **RevelationX™ Service Life Cycle** method
- Build and nurture authentic business relationships
- Achieve world-class client retention rates

Earn the New Business Credential...

Digital Badges are the new credential for validating knowledge and know-how among business doers. No more death by PowerPoint or useless trivia. Access practical knowledge, backed by research, proven in practice, just when you need it.



DIGITAL BADGE IN ACCOUNT MANAGEMENT

WHAT'S
DIFFERENT
ABOUT THIS
PROGRAM?

Clients for Life Principles and Applications

The Digital Badge in Account Management uses the Clients for Life principles and processes to create an account management common language and system.

Right now, the Clients for Life process is protecting over \$23 billion worth of contracts for some of the largest and most successful service management companies in the world.

These principles and processes are now available to you!



THE MOBILE
LEARNING
PLATFORM

Welcome to Serious Play, Mobile Learning

We're never more serious than when we play. Kennesaw State University has partnered with Jubi, the innovative company that is reinventing business learning. Think Harvard meets Madden meets Facebook. Jubi makes learning fun, engaging—and, well, jubilant.



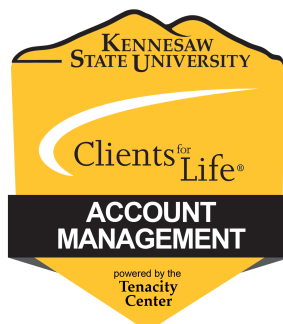
As you conquer quests, tackle challenges, climb levels, you engage collaborators and your own real work to turn insight into action. Your reward? A Digital Badge displayed on your LinkedIn page, validated with a click. Goodbye transcripts. Hello digital credentialing!

Earn a New Credential

The Michael J. Coles College of Business, recognized as leaders in higher education innovation, is paving the way again. Earn the new micro-credential for today's LinkedIn world. Think different. Learn different. Be different.

Play, Learn, Earn

Invest in your future and earn a new business credential. Your investment? \$895 per person. Corporations interested in large-volume purchases should contact Gary Selden for pricing options. See information below.



Conquer the Quests

Dive into Account Management
Learn and Be Jubilant
Meet My Guides, John and Steve
Managing Expectations: The Theory
Managing Expectations: The Practice
The Expectations Session
Building Authentic Relationships
The Lottery Theory
The Web of Influence®
The Transition LiteSM Technique
Building Rapport and Trust
Service Life Cycle: RevelationSM
Solving Problems, Delivering Innovation
Closing the Value Gap
Implementation and Administration
The Clients for Life® App

Your Reward:
Digital Badge in Account Management

WHAT'S IN
IT FOR ME?

WHAT'S MY
INVESTMENT?

READY TO
BEGIN?

Visit our Website, Send us an Email, or Give us a Call

Contact Person: Dr. Gary Selden Email: gselden@kennesaw.edu Phone: 470-578-3191