



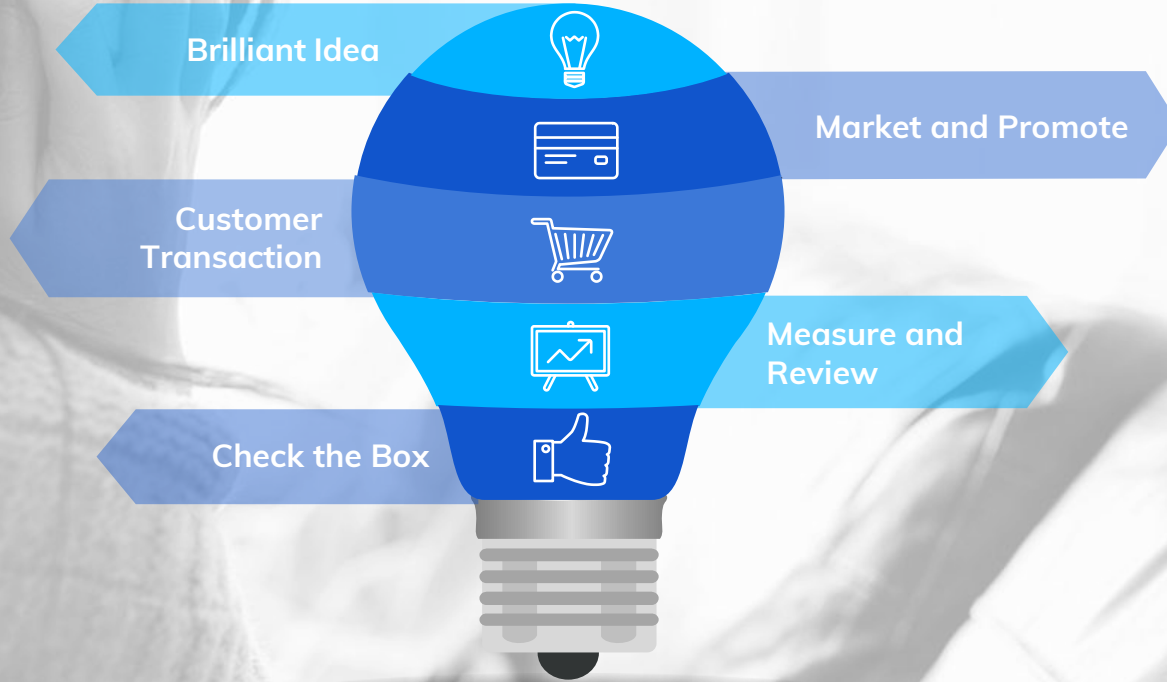
Serving Those Who Serve Our Customers



Learning Path

- Redefine **YOUR** Customer
- Rising above the Checkbox
- Developing Partnerships
- Long-term Agreements
- Exploring New Markets

Transactional Customers



A hand is shown writing on a chalkboard. The background is a grayscale image of a chalkboard with some faint, illegible handwriting. Overlaid on this is the text 'Customer vs. Partner'. 'Customer' is in blue, 'vs.' is in black, and 'Partner' is in white on a blue rectangular background.

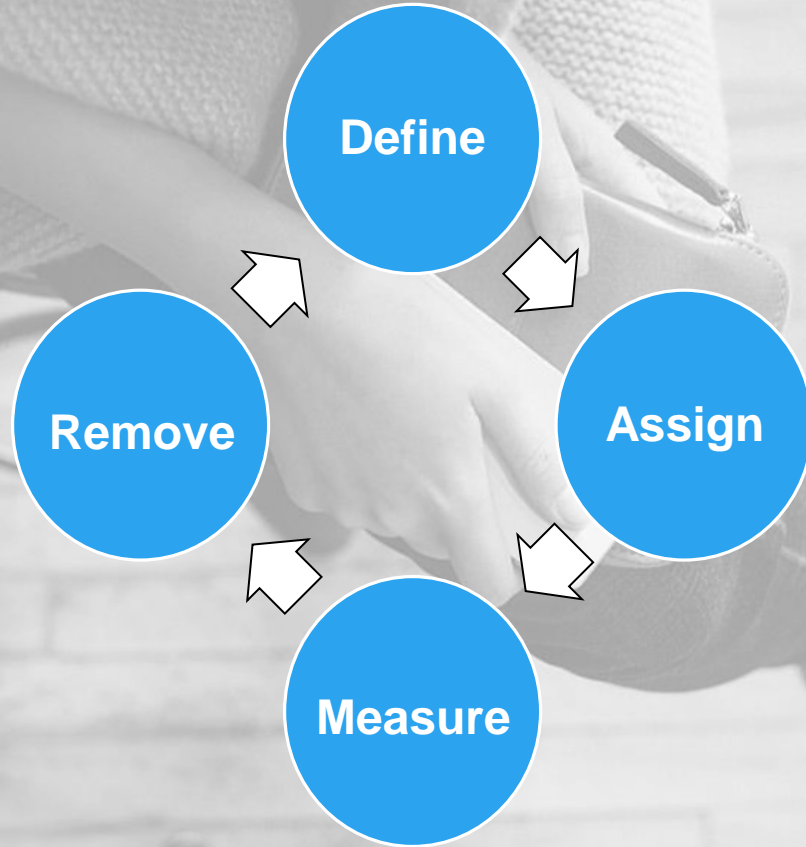
Customer

vs.

Partner

Checkbox Exercise

Serving YOUR Internal Partners





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