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**Customer Channeling:  
Key to Internal Marketing – Environment, Employees and Customer Engagement**

*Excerpts from Retailer's Guide to Customer Engagement*

By: Lisa M.Cathie  
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Is your brand experience congruent with your brand promise? Customer Channeling © is the pathway to capitalize on your audience in a natural way. While understanding how the consumer buys is important, what's unequivocally of value is knowing that your employees are able and confident in translating your brand into a value proposition for the consumer. Customer Channeling takes into account the way an employee utilizes their physical environment and links their surroundings with their responsibility to build a successful bridge with their customer.

This article explains how Customer Channeling supported by a relationship management strategy, and encompasses: Touch points in the environment, Five (5) Crucial Behaviors, and Three (3) Memorable Tools. If successfully executed, what transpires in the moment the customer walks in the door: the look, feel, flow, and conversation will determine the experience.

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*Lisa M. Cathie is the founder of Optimum Performance, Inc., which specializes in internal marketing, customer engagement, and provides comprehensive organizational development strategy, support, and custom training. Optimum Performance, Inc. is an approved Disney Institute vendor.*

*For assistance with creating and implementing your organization's Customer Channeling, or for more information visit: [www.OPITeam.com](http://www.OPITeam.com)*

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