

What A/E/C Clients Say about Deliberate Strategies *Recommendations on Ann Amati's LinkedIn page*



Jason Henry, PLA, ASLA
Principal
The Berger Partnership
May 27, 2021

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The Berger Partnership is a five-partner legacy Landscape Design firm. We were in the early stages of a facilitated strategic planning process when a colleague introduced me to Ann Amati. My partners and I had talked in the past about using an outside consultant to interview our customers. Timing an insights project so client comments could be considered during our strategic planning process made sense.

Being able to step back and look at an objective review of key relationships and the unfiltered opinions and expectations of individual clients helped give us a perspective no company can form for itself.

Something I hadn't expected was the way the project helped separate us from our competitors: We were commended by our clients for the tangible way we showed we care, because most companies don't ask for feedback this way.

In this pass, we focused primarily on loyal customers. I can see inviting Ann back in a few years and skewing the customer list toward our more challenging relationships.

We were happy with Ann's project and the value it delivered. I am happy to be a reference for Ann Amati.



Kelly Rench
Principal Marketing &
Business Development
The Berger Partnership
March 3, 2021

<https://www.linkedin.com/in/kellyrench/>

We hired Ann Amati to interview two dozen customers to help us incorporate the "Voice of the Customer" into our strategic, business and marketing plans. She listened to what we wanted to achieve and designed a project that would support our sales and marketing plans and goals.

Her interviews and report helped us evaluate our market segments and showed us where we could better leverage our existing customer relationships. We'll be adding a new outreach activity to our projects to deepen relationships and increase sales opportunities with companies and agencies we've worked with before. We wouldn't have known to communicate with existing customers this way without the work Ann did for us.

Should you choose to work with Ann, and I highly recommend you do, you will not only receive actionable information, you will be further supported with her comprehensive business, sales and marketing knowledge. She is the real deal.



Shawn Rhode
President & Chief
Executive Officer
Rafn Company
December 1, 2017

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The feedback and comments Ann delivered after her most recent project helped us with operational issues. Some of the internal projects that resulted from customer feedback include:

- Training activities at our Project Manager/Superintendent retreat.
- A new reporting tool that assigns individual change orders to one of seven categories.
- Guidelines for how often and when our project teams and business development staff should reach out to specific customers, as well as what information (such as innovative solutions and new services within our company) is beneficial to them.
- The development and implementation of a flexible web-based presentation format we now use in business development meetings with architects and customers.

We also gained better insight into how we stack up against key competitors.

[Rafn Company has hired Ann Amati three times in an eight-year period.](#) Because we operate in an ever-changing marketplace, I anticipate bringing Ann back again when we feel the need to refresh our awareness of customer opinions about Rafn Company.



Heather Bunn
Vice President,
Business Development
Rafn Company
March 31, 2021

<https://www.linkedin.com/in/heather-bunn-9409477/>

Rafn is into our second decade of the benefits derived from Ann's work. Ann's client interviews and subsequent report gave us great information we couldn't have gotten any other way. The way she asked the questions elicits transparent and honest responses that we can really use. Hearing events described from a customer's perspective was a real eye-opener for a lot of our leadership and staff alike.

[In terms of ROI, having a renewed chance to work with prior clients who had stopped considering us before Ann interviewed them was priceless.](#) We've already re-engaged with at least two I know we wouldn't have without her involvement. She has helped us hone our listening skills in such a way that our current clients are all repeats and referrals, and they are all people who love to work with.



John Wells
VP, Meyer Wells division,
Coriander Designs
November 9, 2020

*President of Meyer Wells
at the time of the project*

<https://www.linkedin.com/in/john-wells-2405a74/>

Ann came highly recommended to us by our financial advisor. She offered a unique service providing highly customized qualitative customer research with questions we developed together. When we hired Ann, we wanted to understand why loyal customers came back to us project after project and why some others were not as enthusiastic. Ann offered to learn for us why our customers bought from us and what we needed to do in order to grow our business with them or to earn their business back.



Some of what we learned from the process matched what we expected to learn. What was surprising was that Ann's customer and rep interviews also brought us feedback about areas I hadn't realized needed more attention. **Based on her research, we created and implemented short term and long term action plans that have strengthened our competitiveness.** I've mentioned Ann Amati to other business owners, and I'm happy to be a reference for her.



John Fisher
President
Long Painting
March 8, 2022

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Ann Amati talked with customers who had field experience working with Long Painting. **She didn't stop at gathering general feedback that would have left me wondering what action to take. She probed until she heard specific examples and requests. That showed me she had put herself in my shoes during the interviews.**

I pull out Ann's report once a quarter and use it as a guidepost. I review the customer-specific recommendations to monitor how well we're sticking with the priorities our customers spelled out for us.

I'm very pleased with the work Ann Amati did for us, and I'm happy to be a reference for her. **The project paid for itself with one revived relationship.** We anticipate bringing Ann back.





Lisa Ondrejcek
Owner, President
DF/Net Research

October 19, 2022

<https://www.linkedin.com/in/londrejcek>

Ann's report made an impact. Her customer insights project was timed to support our strategic planning process. It gave us thoughtful feedback and opinions about a wide range of topics and issues. [We took a SWOT-analysis approach to sorting and prioritizing customer suggestions, including the direction of our annual software update.](#)



I [have introduced Ann to a peer](#), and I'm happy to serve as a reference to owners interested in bringing their customers' opinions into a decision-making exercise.



Norm Levy
Founder & CEO
Strategic Development
Corp

November 3, 2017

*Chief Administrative Officer
of CourtLink at the time of
the project*

*[CourtLink is now part of
LexisNexis]*

<https://www.linkedin.com/in/norm-levy-87717b3/>

I was asked to lead a start-up that I discovered was making many product decisions in a vacuum without market feedback. I hired Ann Amati to talk with a couple dozen customers to learn the unvarnished truth. Afterwards, the product and marketing teams dog-eared every copy of her report devouring their first experience reading unfiltered customer opinions about the product's strengths and weaknesses. We had discovered the truth! [This led to a revised strategy on customer loyalty, leading the way toward growth.](#)



Since then I've introduced Ann to clients, colleagues and friends. Ann has always proven to be a diligent, resourceful researcher who puts herself in the shoes of her client when interviewing their customers. She asks the questions a CEO or board member would ask.



Craig Robinson
CEO, Board Director and
Advisor
October 7, 2017

*President of Cassidy
Turley at the time of both
projects*

*[Cassidy Turley was acquired
by Cushman & Wakefield]*

<https://www.linkedin.com/in/craigrobinson/>

Shortly after I was appointed president of Cassidy Turley Corporate Services, Ann Amati was referred to me by a board member who was familiar with projects Ann had done at another company.

Ann took the time to understand my strategic priorities and meet with our relationship managers. She then interviewed our customers as well as "lost sales" about issues that mattered to us strategically and tactically. [Her interviews gave customers a safe environment within which to surface their own issues.](#)



Ann's findings gave us the confidence to push in certain areas and back off in others.

The project clarified features and services we should highlight and position in our sales and marketing. Having an expert interviewer research our value proposition as experienced by our customers gave focus to new initiatives.

[I brought Ann back two years later to establish baseline Voice of the Customer perceptions in a newly on-boarded account](#) that had experienced a tremendous amount of change prior to the onset of our engagement. She helped us understand the client's opinions and expectations, especially in the areas of role clarity and communication.

Ann has made a point of staying in touch as my career has progressed. I value her approach to Voice of the Customer research and welcome opportunities to include her again.



Craig Nelson
Archbright CEO (Retired)
September 26, 2017

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I engaged Ann Amati of Deliberate Strategies to survey our membership for general opinions about specific strategic topics Archbright planned to address in the upcoming fiscal year. Ann's research added value.

Ann really listened to what customers were saying while keeping in mind what Archbright was trying to learn and accomplish. Because she paid attention to who offered which comments, we got an unexpected "ah-ha" around how we could segment our customer base to better focus key resources.



[The project was timed to support our strategic planning retreat. Her report influenced our agenda and helped us shift our thinking.](#) We now have a better understanding of what customers value most and how we can respond.

I appreciate Ann's work and would recommend her to other organizations.

Speaking engagement recommendations



Travis Snider
President
BETS Consulting, Inc.
October 3, 2017

Ann presented her workshop on the *Customer Experience Life Cycle* to my CEO Roundtable. She started by helping us see that, even though no two owners in the room were looking for the same kind of customer, everyone wants similar information: How can we attract, win and retain more customers more efficiently? Ann's spin was, we can get useful



guidance from our current customers, failed sales and former customers.

After she presented the life cycle, she put each owner in "the hot seat" to make sure everyone had at least one idea he or she could put to use right away to address their biggest revenue challenge.

*Small Business Accelerator
Lead Instructor at the
time of this speaking
engagement*

I have one-on-one meetings with my roundtable members each month. I heard positive feedback about Ann's presentation in my next set of one-on-ones. They were happy to have specific ideas on how to use customers as a source of practical sales and marketing advice.

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Anthony Darkangelo
Chief Executive Officer
FCA International
June 23, 2016

Ann provided great insight and tremendous value to the attendees of our International Leadership Council with her presentation "*Surviving the Downturn; Being Chosen When Demand Dries Up.*"



Ann's ability to capture the audience to get them to participate created an engaged session.

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