



**INSIGHTS TO BUILD
CLIENTS FOR LIFE**



Year in Review - 2022

Dear Reader,

Building an enduring relationship with a client and retaining existing ones in a world of changing trends is a genuine challenge. In the last couple of years, **Customer Acumen** has been offering you valuable insights on how to build and nurture business relations to help address this challenge.

There are always going to be crises, and so we need to learn to build client relationships and sustain our business in any market conditions. Business development or sales may slow or stop, but client relationship building should not.

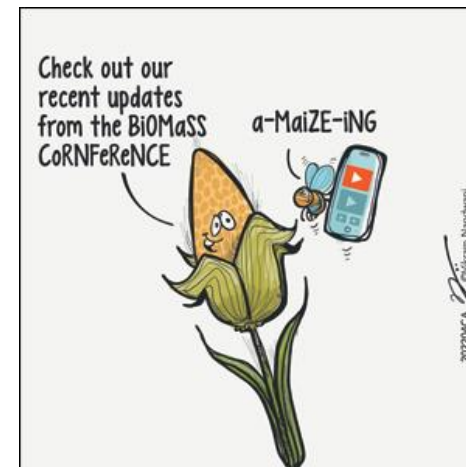
We covered the following themes in 2022 to help you to understand your customers better:

January 2022



**The changing face of advertising
in the new economy**

April 2022



**Connecting with customers
in the agro & biomass businesses**

July 2022



How well has marketing evolved to meet the needs of the digital world

October 2022

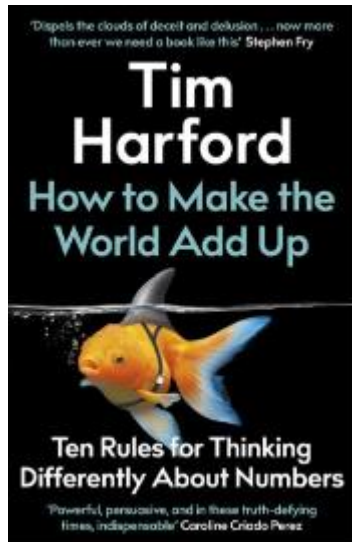


The Challenge of B2B sales

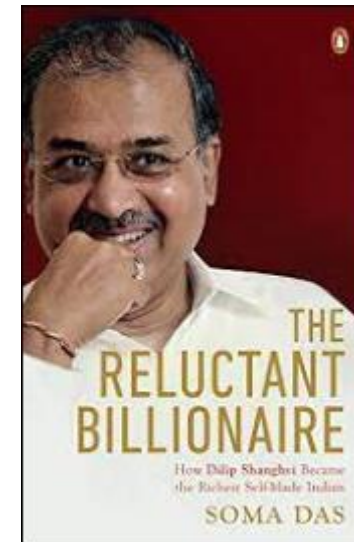
We were privileged to have advertising expert, [Rishabha Nayyar](#) speak about the impact of Covid-19 on the advertising industry and how connecting with customers has changed over the years. [Suhax Baxi](#), CEO & Co-Founder of BiofuelCircle gave us insights on the transformative changes while connecting with customers in the agro sector and how digitalisation is key to biomass businesses.

Half way through the year, in our third quarter edition, marketing guru [Walter Vieira](#) enlightened readers about the marketing challenges of the digital era, the evolution of marketing from the traditional 4 P concept, and how you can engage with your clients globally. Sales expert and VP of Bharat Bijlee, [Bhadresh Dani](#) elucidated how to create a nurturing and long-term relationship with B2B customers.

Just in case you missed out, each of our quarterly editions featured some latest reads:



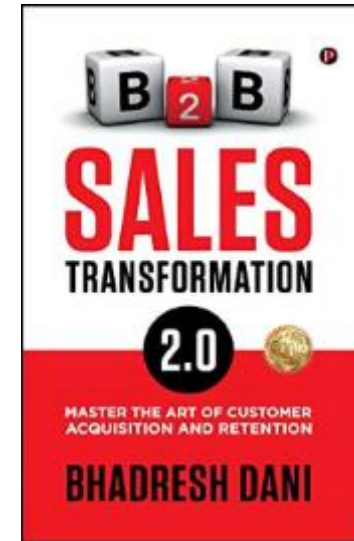
January 2022



April 2022



July 2022



October 2022

As always, we value your continued support, and hope that you will continue your journey with us as we share nuggets of knowledge to keep you connected with your customers in 2023!

FEEDBACK

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