



KEYNOTE - B2B CUSTOMER EXPERIENCE

B2B Customer Experience Reimagined

Client Partner Experience (CPX): Reframe - Realign - Retain

Designed for B2B leaders, account managers, sales executives, bid teams and account directors who are tired of being one spreadsheet away from being replaced.

This keynote challenges B2B teams to stop competing on products, services and price alone - and start proving their impact on the outcomes their clients value most: KPIs, profitability and growth.

Introducing the Reframe - Realign - Retain framework: a practical path to escape the vendor trap, demonstrate your value and become the strategic partner your clients cannot afford to lose.

FORMATS

45-60 min keynote

High-impact opening or closing keynote.

Half-day workshop

Teams apply the CPX framework to key accounts.

Virtual / hybrid

Same energy, designed for remote audiences.

WHAT AUDIENCES TAKE AWAY

- Why B2B relationships are won and lost on experience, not just price
- How to reframe your value from supplier inputs to client outcomes
- How to realign people, processes and proof around client priorities
- How to retain and grow key accounts by making value visible
- The difference between a replaceable vendor and a strategic partner
- Practical actions bid teams and account directors can use immediately

IDEAL FOR

- B2B leadership conferences
- Sales kick-offs and account offsites
- Bid team strategy sessions
- Professional services and consulting firms
- Manufacturing and enterprise providers
- Financial services and SaaS organisations

ABOUT LYNN BAKER

With more than 25 years specialising in Customer Experience, Lynn Baker is a leading keynote speaker and business strategist.

Disney Institute trained, Lynn served as Chair of Judges for the International Customer Experience Awards for six years, and is the founding CEO of the CX Institute SA and CX University SA.

Her presentations combine powerful storytelling, humour, practical business examples, audience interaction and actionable insights that challenge conventional thinking and inspire immediate action.

- Disney Institute trained
- Chair of Judges - Int'l CX Awards
- Founding CEO - CX Institute & CX University SA
- Top 50 Women in CX (2019)



WHAT CLIENTS SAY

“

Lynn delivered a riveting keynote. She immediately drew in the audience and had them locked in for the full duration of the address.

- Marketing Manager, Standard Bank

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Lynn's presentations hugely contributed in making these events impactful and memorable - in content and professionalism.

- Head: Client Experience, Nedbank

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A total winner. Such an inspiration. It was short, sweet, simple, yet FREAKING DYNAMIC!

- Delegate feedback, Pfizer Sales Conference