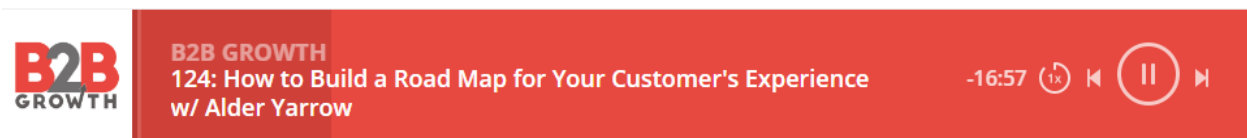




B2B Growth is a podcast dedicated to helping B2B executives achieve explosive growth.

124: How to Build a Road Map for Your Customer's Experience w/ Alder Yarrow



The experience that your customer has—that’s your brand. It’s not what you say it is; it’s not what you think it is. It’s what your customer experiences.

One of the foundational questions your company must ask and have an answer to is simply, “Who are we, and why do we matter? Why does the world need us, and what do we have to offer that is different from anybody else in the marketplace?”

In this episode, [Alder Yarrow](#), Chief Experience Officer at [Cibo](#), talks about how to build a roadmap for your customer’s experience. This particular conversation is about a start-up that Cibo worked with and invested in, [Income&](#).

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