



DO CENTRIC

Biweekly online meeting  
7 November 2025

# Workshop<sup>2</sup>:

## Where We Workshop Docentric Customer Workshops Flyer

**Docentric's new website is on its way!** 🙌🎉

Let's contribute to the company's webpages dedicated to Partners and used by our Sales Team as part of their enablement toolkit.

**Let's co-write the Docentric Customer Workshops Flyer!** 😊 And, to make it even more exciting, let's write two versions of it: 😃

**1. Docentric Customer Workshops Flyer** which is CUSTOMER-FACING  
(your audience is **end-customers**)

**2. Docentric Customer Workshops Flyer** which is PARTNER-FACING  
(your audience is **partners**)

# Background information on the task

- Docentric's **Partners Corner** webpage:
  - ✓ Why become a Docentric partner?
  - ✓ Your next steps as a Docentric partner
  - ✓ Get the **partner resources**
- **Examples of resources** on the Partners Resource Center webpage include:
  - ✓ The Buyer's Guide for D365FO Business Documents
  - ✓ Docentric Free Edition
  - ✓ Report Sample Catalog
  - ✓ Docentric Starter Pack
  - ✓ **Docentric Customer Workshops**
- **Discussion** about the purpose of Docentric Customer Workshop
  - ✓ What is it for?
  - ✓ What does it entail?

# Why are we doing this? (1)

- The best parts of what your team creates will be used in the **final version of Docentric Customer Workshops Flyer** (customer-facing) and published on the website
  - Note 1: This is more than just an exercise. If your ideas prove to be golden, they will be implemented! 😊
  - Note 2: Docentric Customer Workshops Flyer for partners will most likely not serve this purpose, but it might... We keep it anyway for the sake of the exercise.

# Why are we doing this? (2)

- At our **New Year Teambuilding** gathering, we will incorporate the flyers you design at the workshop into our daily TB program. We will do this in two ways:
  1. **F2F Feedback:** We will discuss them together and decide what is good - and not so good - about each of them
  2. **Oral Communication Skills Exercise:** You will be divided into new (competing) teams and asked to pitch these two flyers: one to an imagined Partner, the other to an imagined Customer 😎

Use **ChatGPT** as your writing assistant

[Docentric Voice and Writing Principles ChatGPT Instructions](#)

Remember to create the flyers using **Docentric's voice!**

1. Warm, friendly and helpful
2. Direct, concise and specific
3. Visually clear



Tuesday, **November 25** (deadline!)



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**Instructions on how  
to write the flyers**



# Possible structure of a Docentric Customer Workshops Flyer



## 1. Title

- It should be catchy and capture the essence of the workshops

## 2. Introduction

- Summarize the reasons why Docentric Customer Workshops were introduced and explain their main purpose (from the customers' point of view)

## 3. Body

- Describe the content of the Customer Workshops (what they might entail)
- Note: Feel free to mention **Report Sample Catalogue** and/or **Ready-To-Use Report Templates** (which can be customized instantly for customers' own businesses)
- List the key benefits of the workshops for customers

## 4. CTA

- Provide a link to our Sales Team (contact details)

## 5. Ending

- Testimonials from happy customers who have participated in and benefited from these workshops

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## 1. Title

- It should be catchy and capture the essence of the workshops

## 2. Introduction

- Summarize the reasons why Docentric Customer Workshops were introduced and explain their main purpose (from the partners' point of view)

## 3. Body

- Describe the content of the Customer Workshops (what they might entail)
- Bring them to life using example(s)
- List the key benefits of the workshops for both partners and customers

## 4. CTA

- Provide a link to the Customer Workshops Flyer
- Provide a link to our Sales Team (contact details)

## 5. Ending

- Testimonials from happy partners who have delivered workshops to customers



# Best of LUCK!