



When you find yourself collaborating with your customers to develop the next year's products and strategic plans, they are no longer simply customers. You've built a valuable partnership.

Advanced Customer Management is an incredibly effective and well developed program. In fact, we're seriously proud of it. In designing it, we distilled years of experience from leading sales experts and multi-national customer and buyers from around the world into 4 key principles that create solid, lasting customer partnerships.

The four principles ensure that customer spend increases, both vertically and horizontally, that two-way collaboration is valued, that the need for profitability is understood and that relationships at all levels in both companies are as strong as they can be.

Over 2 days, each morning and afternoon session tackles one of the four principles, leaving participants well equipped to develop selected customers and create lasting partnerships.

Principle 1: The Pareto Principle of 80:20

- Selecting the right customer/supplier projects and initiatives
- Low Hanging fruit: Investing in the right opportunities
- Effective use of time and resources to ensure return on investment on both sides

Principle 2: Mobilising Commitment

- Navigating organisational politics – joining the inner circle
- Reaching key influencers and power players in your customer
- Negotiating to reach win/win agreement
- Using others to influence unobtrusively

Principle 3: Dealing with Different Personalities

- Understanding personality in self and others using Herrmann Brain Model / DISC
- Adapting our natural style to suit the customer
- Using a blend of Logic, Emotion, Facts and Procedures to communicate based on need
- Mapping your customer relationships and developing a tailored communication approach

Principle 4: Managing a Scattered Account Team

- The Importance of Communication: The Vision, Key deliverables and Account Intelligence
- Developing and maintaining KPIs
- Reporting and monitoring relationships and significant events
- Servicing and selling consistently across locations

