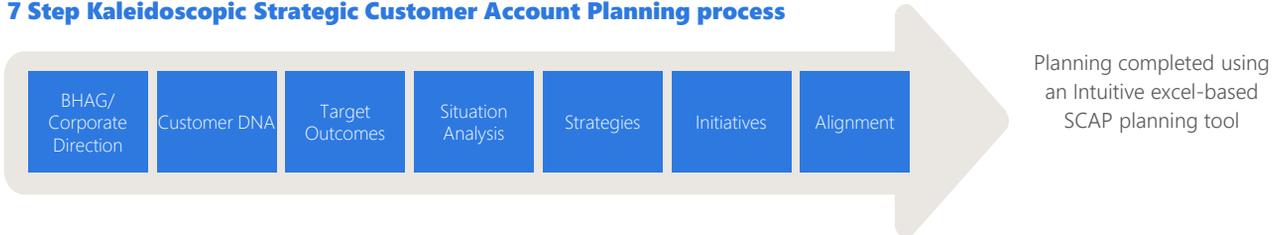


Strategic Customer Account Planning programme

SCAP provides the approach, challenge and platform for cross-functional teams to create dynamic, insight driven, customer-centric plans

APPROACH

7 Step Kaleidoscopic Strategic Customer Account Planning process



LEARNING JOURNEY: Classroom delivery



Programme benefits:

- Output of insightful, clear and aligned customer plans
- Process for regular review and update
- Run by commercial consultants experienced in strategic planning
- Tailored to suit your EXACT needs, fitting within existing operational processes and timings
- It removes the need for "last year plus a bit"

DAY 1 Plan inputs

- Intros & expectations
- Workshop set up
- SCAP Planning Overview
- Client Directional Input
- BHAG
- Customer DNA
- Target Outcomes Pt 1: Options
- Wrap up & brief homework

DAY 2 Plan outputs

- Recap day 1 key learnings
- Target Outcomes Pt 2: Choices
- Insights Analysis Pt 1: SWOT
- Energiser
- SWOT Consolidation
- Key Learnings
- Insights Analysis pt 2: Info to Options (SWOT plus)
- Energiser
- Strategies Introduction
- Strategic Roles
- Session wrap up

DAY 3 Alignment & Selling the Plan

- Recap day 2 key learnings
- Review plan so far
- Strategy Options
- Strategy Choices
- Key learnings
- Complete POAP
- SCAP Plan review
- From Customer plan to Customer Alignment
- Selling the plan
- Summary & close

AUDIENCE

SCAP provides the approach, tools and platform for cross-functional teams, led by customer managers, to create dynamic, insight driven, customer-centric plans

- Team will be: 2 Facilitators
- 6 Plan Writers
- 6 Plan Supporters

OUTCOMES

Robust strategic customer plans 70% built and presented during the workshop	Customer-focused strategies aligned with channel/company strategy	Clear on translating Information to Insight to Decision to Action
Enhanced critical and strategic thinking skills	Learning by immediately applying theory and receiving feedback at every step of the process	Opportunity to work with and learn from others in an area that is usually struggled with alone

OUR UNIQUENESS

- Approachable** experts with senior commercial experience
- Tailored** and flexible engagements to meet your needs
- Practical** and ongoing support to deliver change
- Collaborative** approach to create sustainable agreements