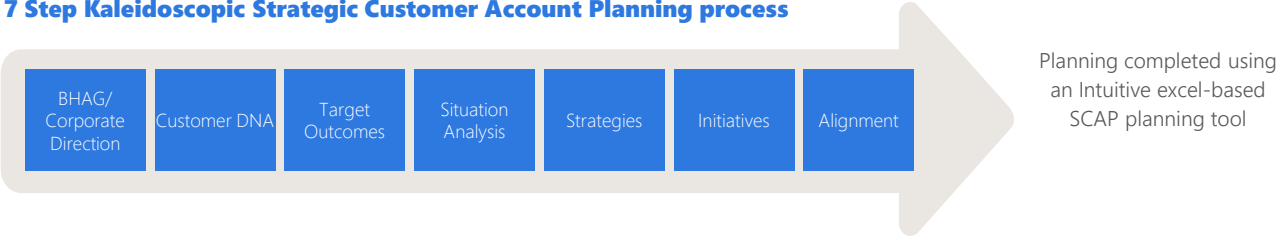


Strategic Customer Account Planning programme

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

