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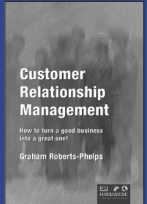
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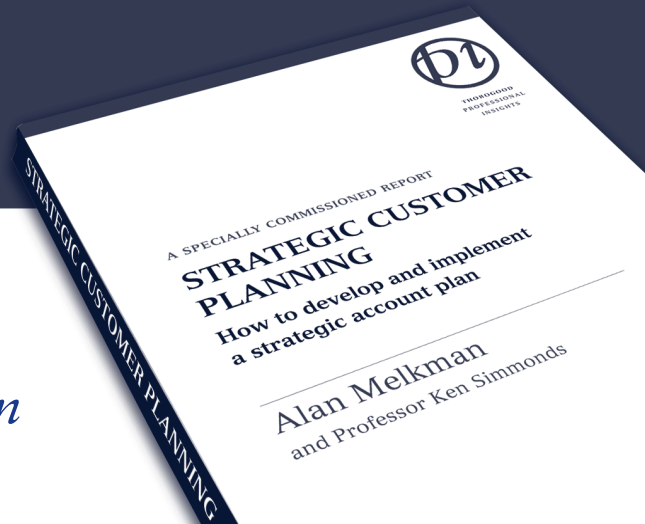
STRATEGIC CUSTOMER PLANNING

Alan Melkman

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Relationship
Management** FREE



*Learn from an expert and discover
the keys to developing and
implementing a strategic account plan*



HOW THIS REPORT CAN HELP YOU

You will master the:

- crucial steps of key account planning
- keys to analyzing customer relationships
- special techniques of bonding mechanisms
- latest technologies for competitive strategic development
- new developments in CRM systems

Industrial, consumer products and services companies all face different challenges, and this report addresses them all.

Each chapter looks at one part of the planning process, explaining the methodology, planning techniques and structures, with examples, formats and checklists to help you implement the key account planning process.

Learn how to analyze the threats and take advantage of the opportunities emerging from key new markets such as India and China.

Learn how to deliver additional value to justify price differentials.

This fully up to date report also:

- arms you, in an uncertain world, with the latest techniques for contingency planning and testing
- explores the effective steering of customer relationships, use of CRM systems and the more practical issues associated with the planning process and key account plans
- provides valuable additional material and examples reflecting the latest changes affecting world markets

THOROGOOD *Professional Insights* provide:

- | | |
|---|--|
| 1 The latest thinking on topics of critical importance | 3 Tips and techniques for improving performance |
| 2 Authoritative advice and practical solutions | 4 Clear guidance on best practice |
| | 5 Experience and insight |

CONTENTS INCLUDE

1. THE KEY ACCOUNT PLANNING PROCESS

- The purpose and benefits of the key account process
- The steps of key account planning
- Key account vs. marketing planning
- Using the key account plan
- The structure of the key account plan
- The role of the customer

2. THE CUSTOMER FACT FILE

- Structuring the fact file
- Data capture
- Storing and accessing the data
- Managing information
- The account profile

3. ANALYZING PERFORMANCE DATA

- Internal and external assessment

4. CUSTOMER RELATIONSHIP ANALYSIS

- The customer base map
- Analyzing customer relationships
- Using bonding mechanisms
- Relating the customer base map to the customer relationship model

5. CONDUCTING THE SWOT ANALYSIS

- The purpose of the SWOT analysis
- Analyzing strengths and weaknesses
- Spotting external opportunities and threats
- The SWOT analysis

6. PICTURING THE FUTURE

- Developing a long term vision
- Setting account objectives
- Long term objectives, goals, gap analysis

7. CREATING THE FUTURE

- Characteristics of good strategies
- Sources of competitive strategy development

- Competitive strategy development
- Tactical action planning

8. IMPLEMENTING THE KEY ACCOUNT PLAN

- Gaining internal and customer commitment
- Achieving excellence in implementation
- Implementing effective monitoring and control

9. ACCOUNT PLANNING FORMATS

Save 10%

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EXPERT AUTHOR

Alan Melkman MBA, BSc(Eng) is Managing Director of Marketing Dynamics Ltd. He specializes in customer and strategic account management, implications of Internet based technologies for the marketing and sales function, effective selling, strategic and marketing planning. He has been a consultant for over 30 years, with substantial experience working for many organizations across a number of markets and varying cultures.

PRACTICAL, TAKE-HOME VALUE

This is very much a 'how to' Report. After reading those parts that are relevant to your business, you will be able to compile a plan that will work within your particular organization for you, a powerful customer plan that you can implement immediately. Charts, checklists and diagrams throughout.

'...it will arm you, in an uncertain world, with the latest techniques for contingency planning and testing'

