



Program 3 Overview – Advanced Customer Management

*Building the required Customer Management,
Commercial Selling & Negotiation skills to achieve
sustainable value realisation*

Advanced Customer Management, Commercial Selling & Negotiation – Day 1

Module Outline Broad statement about what is to be learned	Learning Outcomes Specific Statement about measureable skill or content to be gained from course
Customer Centricity <ul style="list-style-type: none"> - <i>Understand how to build customer centricity within your business</i> - <i>Understand the B2B relationship and how to influence, align and leverage cross functional capability</i> 	<ul style="list-style-type: none"> - Explain the benefits of Customer centricity and how to build this within the business - Understand the opportunities for cross functional teams to enable & support the JBP and work with customer teams on key plan components
Advanced Customer Management <ul style="list-style-type: none"> - <i>Understand the key skills and capabilities needed</i> - <i>Executional excellence – how to keep focussed on the critical initiatives</i> 	<ul style="list-style-type: none"> - Understand what capabilities customers value and why - Be able to benchmark capability - Project Management – understand how to manage complex projects through to execution
Commercial Selling & Communication effectiveness <ul style="list-style-type: none"> - <i>Understand the difference between selling and negotiating in high value relationships</i> - <i>Understand how to engage & sell better</i> - <i>Improve your communication skills – styles, listening, questioning, summarizing.</i> - <i>Improve your presentation skills – greater impact.</i> - <i>Understand communication preferences and how to tailor approaches to your customer</i> 	<ul style="list-style-type: none"> - Ability to articulate the difference between commercial selling and negotiation and the role of each - Improved communication skills – better ability to ask open questions & probe, actively listen, reframe and summarize. - Ability to prepare and ask great questions. - Demonstrate improved presentation skills through humour, story telling and better use of structure - Understand personal communication styles (HBDI) and preferences, be able to determine preferences of others and be able to tailor approach for greatest effectiveness

Advanced Customer Management, Commercial Selling & Negotiation – Day 2

Module Outline Broad statement about what is to be learned	Learning Outcomes Specific Statement about measureable skill or content to be gained from course
Negotiation <ul style="list-style-type: none"> - <i>A holistic approach to Negotiation – one focus on growth, profitability and delivering to the needs of shoppers</i> - <i>Negotiation Overview - dynamics, positioning, tactics & psychology, approaches & tools, creating & valuing variables, balance of power, risk mitigation.</i> 	<ul style="list-style-type: none"> - Be able to pro actively identify Negotiation opportunities - Ability to develop and deliver a SCO – Single Communication Objective. - Ability to articulate retailers and buyers objectives and KPIs - Ability to set clear Objectives & Positions and be able to identify and slice & dice tradeable / variables - Ability to identify risks and plan for mitigation - An understanding of the common Negotiation Tactics, when used and how to respond. - Ability to asses and leverage Balance of Power: Identifying relative strengths and weaknesses in the relationship.

Advanced Customer Management, Commercial Selling & Negotiation – Day 3

Module Outline Broad statement about what is to be learned	Learning Outcomes Specific Statement about measurable skill or content to be gained from course
Negotiating the things that matter <ul style="list-style-type: none"> - <i>Understand the critical negotiations you are likely to encounter and how to connect back to the right plan for customers and both businesses</i> 	<ul style="list-style-type: none"> - Understand why and how retailers focus on the key negotiation opportunities - Have a deeper understanding on how to prepare for and negotiate around pricing, promotions, trade investment, range reviews, simplification and npd
Negotiation Role Play <ul style="list-style-type: none"> - <i>Prepare to sell a major initiative to a customer - develop & sell the plan & receive Retailer feedback</i> - <i>Prepare for the subsequent Negotiation to achieve the key elements of the plan</i> - <i>Negotiation role play and extensive feedback</i> 	<ul style="list-style-type: none"> - Improve capability and confidence in selling a major commercial initiative to a customer – linking back to the retailers needs and KPIs and the category opportunity - Practice in being able to work through a sequenced Negotiation via a series of interactions, with feedback.