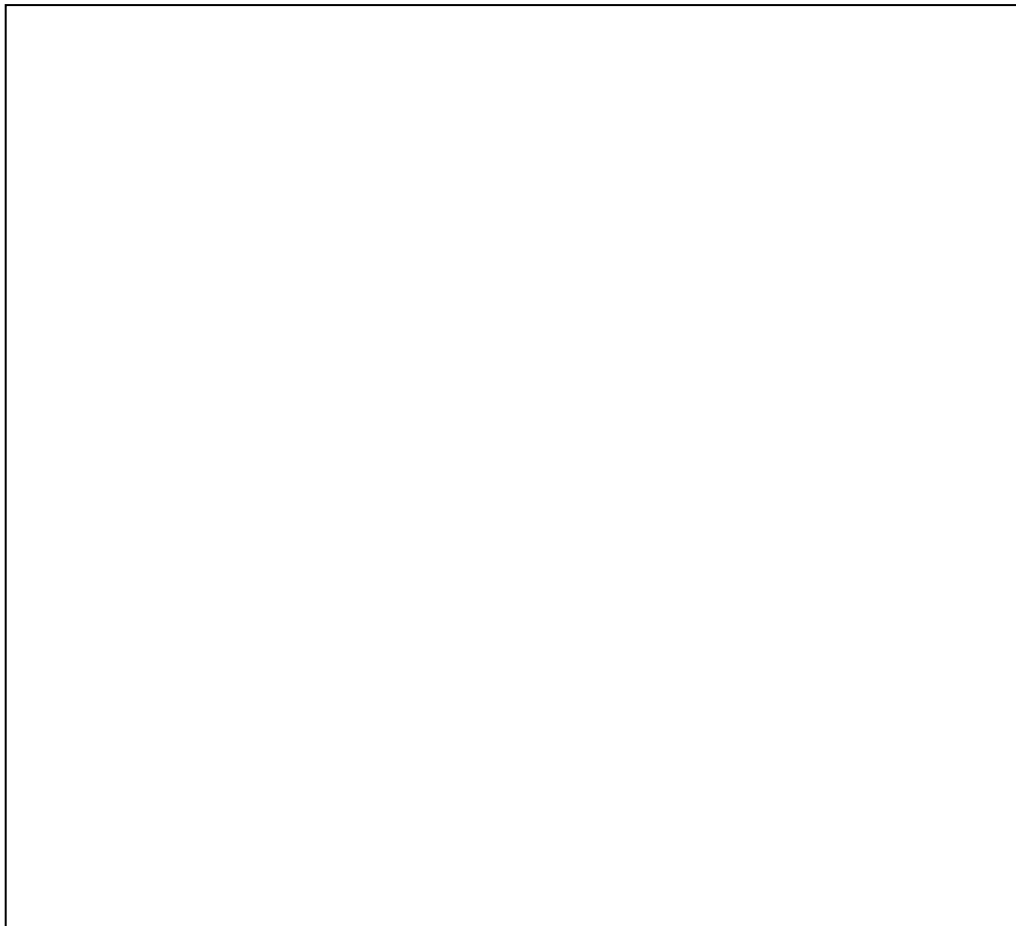


Developing the capability of your people and your business to develop and deliver compelling client propositions

Proposition development from Customer Attuned

Alan Thompson, Mark Hollyoake & Chris Hudd



Introduction

In the world of B2B relationships, even more so than in B2C, your proposition is only as good as the capability of your business and your people to deliver it. Do your people know how to develop a compelling proposition for your commercial client base where there are savvy business buyers looking for a proposition that delivers great service, great products and a great price? Can your people speak to your clients in a language that they understand and that resonates with their needs? Do they understand the buying behaviour of their clients and ensure the whole proposition is designed, delivered and communicated to clients consistently wherever they touch your organisation?

These are just some of the questions that this workshop is designed to address.

The benefits of attending this programme

This workshop is designed to provide your business with a clear understanding of the full breadth of a customer proposition, how to develop one and what is required for successful implementation. It will provide your business with a combination of tools and templates that you can re-use for future proposition development. In addition, if you are considering a new proposition launch or a re-launch of an existing one, the workshop can be used to provide a rapid kick start to the process.

Our approach helps you to:

- Explain the role of propositions in delivering business objectives
- Agree and state a definition of what a Customer Proposition is
- Explain why a business needs a clear Customer Proposition
- Set out the foundations for a good proposition plan
- Explain what we need to know about our customers' needs and experience to build a robust proposition
- Explain why the business needs to combine an understanding of customer needs with an understanding of the value they bring when developing tailored propositions for different value segments
- Outline a clear process for developing the Customer Proposition

- Translate proposition features into customer benefit statements
- Identify the key roles of those required to develop and / or deliver the proposition
- Assess the key capabilities you will require to develop and deliver your proposition
- Plan for delivery of your proposition
- Set key measures of success for your proposition

In addition, the team at Customer Attuned will share their insight built up over several years of assessing B2B organisations of the overall strengths and weaknesses they have seen in companies developing and delivering B2B propositions.

Programme Delivery

Our training programme is made up of 10 modules which will be delivered by two experienced tutors over two days – these days can either be run concurrently or with a gap of a 4-6 weeks to enable activity to progress. These are highly interactive and provide delegates the opportunity to learn through doing.

What delegates can expect from the programme

Before:

- We will provide a brief questionnaire relating to Proposition that will take ten to fifteen minutes to complete prior to attending the programme.
- Each Proposition Development workshop is supported by a guidebook and learning journal
- We would ask you to familiarise yourself with any existing customer research that exists within your organisation prior to attending the workshop

During:

- This will be a very interactive programme built around practical case studies and exercises and your own live example
- 30/60/90 day planning cycle linked to the outputs from the workshop

After:

- Feedback on programme to delegate's leadership team to include ideas on embedding the learning
- Reassess of delegate capability – within 6 months

B2B Proposition Development Programme

- Mentoring and coaching available if required post programme

Our Team

This Programme will be led by Mark Hollyoake, Alan Thompson and Chris Hudd

Mark Hollyoake is a co-founder and Director of Customer Attuned Ltd. He is currently studying for his Doctorate at Southampton University. He is an expert in B2B Customer Experience and Customer Management. He brings latest thinking and research together with a background of practical expertise. Extensive experience in global and key account management within; FMCG, consumer durables, Industrials, Medical Devices, Pharmaceuticals and service sectors.

Chris Hudd is an experienced trainer who has previously worked for several of the UK's leading consultancies in the B2B training and consulting space. Focussing in sales, distribution and key account management in the pharma, visioncare, FMCG and industrial/B2B sectors and driving sales through third parties.

Alan Thompson has CM expertise developed over more than 25 years of working in strategy, marketing, CM and technical development roles in Commercial and Personal insurance global markets. He has led programmes across the world to develop customer/broker strategies, manage research programmes, develop customer and broker propositions, account and pipeline management, and customer experience mapping and evaluation. This has been complemented by several years' experience in the design and delivery of training programmes for insurance staff.

See: www.customerattuned.com for full biographies.

Cost & Timings

Our programmes are designed and delivered to respond to your needs.

Programme cost is structured around two areas:

1. Programme tailoring and delivery fixed for between 8-16 delegates
2. A variable cost for course materials linked to the number of delegates
3. Tutor travel & accommodation costs

For more information please contact us directly.

About Customer Attuned

Customer Attuned is run by a team of customer management experts with strong experience in the development of innovative customer-driven change in the B2B sector. We passionately believe that the principles that form the basis for successful B2B client relationships are:

Trust and working together for mutual commercial benefit

We help you to:

- Become more customer centric
- Understand, manage and improve the quality of your customer relationships
- Make your sales, distribution and communication channels (physical and digital) work smarter
- Attract, manage, motivate, develop and keep your people

Our practice is founded on three core foundations:

Trust – the oil and enabler of the relationship

Interdependence – how closely do we work together, and rely on each other?

Mutual Commercial Benefit – is the relationship balanced with both sides mutually benefiting from what they have invested?

These, one could say are the crucible in which all good business practice and development are founded. We believe good customer relations depend on establishing a set of organisational values which underpin all activities. This enables organisations to work effectively and efficiently, it creates stability, opportunity and drives down costs.

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