

Fast-Track Mobilisation of Your Key Client Teams

Up to 95% of profitability can come from a small number of our clients - so we all know that it is crucial that our project teams become closer aligned to their individual client's needs and objectives. Yet despite knowing this, effective client management rarely happens.

Are you are experiencing any of the following?

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| <ul style="list-style-type: none"> ■ Client-facing teams could not immediately show you how they intend to deliver next year's targets for each key client | <ul style="list-style-type: none"> ■ Teams don't have specific plans detailing tactical activities that will increase workload, profitability, and cross-selling of services |
| <ul style="list-style-type: none"> ■ There are no demonstrable measures for each key client relationship and specific strategies for how to improve it | <ul style="list-style-type: none"> ■ You still hear your existing clients saying "I didn't know you did that" |
| <ul style="list-style-type: none"> ■ You have been told that Key Client Management has been implemented, but you fail to see the benefits, such as an increased share of the client's total spend | <ul style="list-style-type: none"> ■ Implementing Key Client Management has been on the agenda for too long and it still has not been effectively actioned |

If you are not satisfied with this situation, then MarketingWorks has designed fast-track approaches to create, manage and drive real improvements in client relationships – such as enhanced profitability, improved client satisfaction and increased cross-selling and influencing activities.

Fast-Track Client Service Team Mobilisation Package

Cost £5,500

The fastest way to get a team or group of teams to develop, own and implement a client management plan for each key client in the context of common understanding. It will provide:

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| <ul style="list-style-type: none"> ■ A launch platform for up to four teams ■ Facilitated mobilisation to bring about consensus across each team on objectives, strategy and tactics ■ Planning tools and guidance on appropriate tactics and activity ■ Consistent understanding of client management best practice and terminology ■ Performance measures to assess level of relationship ■ Action plans that can be easily implemented | <ul style="list-style-type: none"> ■ Knowledge and skills transfer ■ Strategic review by industry experts with constructive feedback to give a reality check ■ Peer review and sharing of best practice across the teams being mobilised ■ An appetite and enthusiasm for deploying agreed Key Client Management activities ■ Appreciation of the benefits available on successful implementation ■ Commitment to cross-selling |
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The Mobilisation Package comprises two one-day events that together focus on skills and behaviours to update and formalise your key client management activities and result in an actionable client plan for each team.

Options to enhance fast-track mobilisation

LEADERSHIP BRIEFING

Cost £1,000

This is a highly interactive presentation (possibly during one of your existing management meetings) where your senior management can gain a clear understanding of the main issues when launching key client management and how the overall process could be implemented. It focuses on the benefits of successfully mobilising Key Client Management within your company and what you need to do as leaders in order to allow a culture of Key Client Management to flourish and more profitable outcomes to be achieved. The Leadership Briefing helps senior management to:

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| <ul style="list-style-type: none"> ■ Understand the role of leadership in Key Client Management | <ul style="list-style-type: none"> ■ Reinforce and support enthusiasm and commitment |
| <ul style="list-style-type: none"> ■ Embed a culture of client-focused behaviours | <ul style="list-style-type: none"> ■ Clarify benefits to be expected and how to measure success |

TAILORED CLIENT SERVICE TEAM MOBILISATION PACKAGE

Additional £2,000

A tailored mobilisation, offering the benefits of the fast-track mobilisation, but creating enhanced buy-in through the creation of tailored benchmarking and measurement tools.

For information on client research solutions from MarketingWorks, THE KEY CLIENT RELATIONSHIP SURVEY or THE CLIENT PERCEPTIONS SURVEY contact Jan Hayter on 01892 534 980, e-mail janhayter@marketingworks.co.uk

Key Client Management Culture-change programme options

For some organisations, the fast-track route above is the best solution, whereas others are in a position to embrace an organisation-wide culture change programme. For the latter we recommend our consultancy process detailed in our PDF, 'Making Profitable Relationships Work'. For more information, speak to Philip Collard or Sarah Jane Critchley on 01892 534 980, e-mail philipcollard@marketingworks.co.uk sarahjcritchely@marketingworks.co.uk or see www.marketingworks.co.uk

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