

Module Reference
Module Title

CA01
**The Customer Imperative –
Are You Customer Led?**

Course Introduction

The Customer Imperative is an integrated series of advanced senior executive workshops aimed at providing your organisation with the knowledge and practical skills necessary for achieving sustained customer and competitive advantage.

Developed by Hamill Associates and the Institute of Customer Advantage, University of Strathclyde, the programme examines the key strategic and marketing management issues facing senior executives in responding to the challenge of customer dominance. The major focus is the design, development and implementation of effective customer management strategies for achieving sustained, profitable sales growth through building customer advantage.



Course Content

The shifting balance of power from suppliers to customers - 'Being Customer Led', what it is and what it's not - the business benefits of 'being customer led' - maximising the lifetime value of quality customers - the 10 key strategic management challenges facing your organisation in implementing effective 'Customer Led Strategies for Customer Advantage'.

CAT™ Module

Are You Customer Led (RUCL)

Undertake a 'best practice' benchmark audit of your own organisation's Customer Management Strategy, Procedures and Processes using the **RUCL** ('Are You Customer Led') Diagnostic Tool. Identify the 'Gap' that exists between current and 'best' practice.

Learning Outcomes

After completing this seminar you will understand how to:-

- ✳ Concentrate and focus your sales and marketing efforts on 'quality' customers and sales prospects.
- ✳ Improve customer retention, loyalty, profitability and lifetime value.

- ✳ Build a solid base of high value, high growth customers.
- ✳ Achieve cost savings and improved marketing/sales efficiency through targeting resources on 'quality' customers and prospects.
- ✳ Building sustained competitive and customer advantage.
- ✳ Maximise the potential of Internet technology for building strong customer relationships.
- ✳ Maximise the potential of your Customer Information System.
- ✳ Build a 'customer led' organisational culture and overcome barriers to change.
- ✳ Erect barriers preventing your competitors from stealing your 'best' customers.
- ✳ Achieve sustained **customer advantage**.

Who Should Attend?

Managers and executives who have an interface with the client or customer. Owner/managers who wish to learn the tricks of dealing with the customer and how to increase and retain sales.

The Presenter

Dr Jim Hamill is a director of the Institute of Customer Advantage, University of Strathclyde and managing director of the Hamill Consulting Group.

Widely acknowledged as a leading expert on business strategy development for customer and competitive advantage, Jim has delivered on a broad range of consultancy assignments around the World, with clients ranging from SMEs to 'Blue Chip' multinationals. Author of several books and numerous papers on International Business Strategy and Customer Led e-Business; he has held Visiting Professorships or delivered Senior Executive Programmes in the US, Singapore, Hong-Kong, China, Norway, Italy, Lithuania, France and Iceland.

Jim is a very experienced and dynamic business consultant and management educator providing clients with the '*Customer Led 360 Vision, Strategy and Action*' essential for success in today's highly competitive, dynamic and customer empowered global marketplace.

Certificates	Each delegate will receive a certificate of attendance
Course Duration	10.00am – 3.00 pm
Course Dates	Thursday 24 th August, 2006
Price	£xxx If booked and paid for 10 working days in advance otherwise £xxx