

Module Reference	CA05
Module Title	Customer Management

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 Objectives

Putting It All Together

Plan, implement, manage, and measure successful Customer Management Initiatives using a Balanced Scorecard approach – align customer management objectives, performance measures, key actions and initiatives - translate strategy into action - 'Getting There' – overcoming barriers to change – people, process, technology, organisational and culture barriers.

CAT™ Module

Customer Management Balanced Scorecard (CMBSC)

Develop and implement a Customer Management Balanced Scorecard appropriate to your own organisation using the CMBSC Toolkit.

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 – 4.00 pm