

Account Planning

Creating a compelling plan on a page

What's it about	<p>This programme is designed to formalise and build on any skills the delegates may have already by explaining the why and the how of a compelling customer plan. Starting with true customer orientation and a wider 7C's business acumen, through an actionable customer-oriented SWOT leading to the definition and prioritization of actions. Resulting in an efficient and effective POAP (Plan On A Page)</p>
Objectives / Outcomes	<ul style="list-style-type: none">• To understand the power of a compelling customer plan• Become efficient in collection, prioritisation and interpretation of 7C's data• To apply a new SWOT variant for a high-quality analysis and action derivation• To prioritise actions and develop a Plan on a Page
Approach	<p>The programme is very interactive, the Blueprint Consultant will lead the group through a tried and tested POAP development process and will be prepared to challenge the status quo. The workshop is tough, but very robust and practical. Delegates will be using an own account of their choice to apply the learnings on. At the end of the workshop the individuals will understand how to develop an efficient and effective POAP that they can agree upon with their customer and will have developed the outlines of such a plan for the account of their choice.</p>

Target Audience

Primary Audience: Any one in Sales, Anyone who has to plan anything, Mktg Depts., Purchasing Depts

Secondary Audience: Sales Directors, Marketing Directors, Purchasing, Finance

Programme overview

Preparation: Participants will be asked to choose one of their accounts or projects as working object during the workshop.

Part 1: This is all about understanding how to work with your customer. Where you are now, where you want to be and how to get there. There are simple tools for discovering this. These tools can be used from the simplest of planning to really complex Market Strategy Planning. This part will be used for the selection, processing and analysis of relevant data

Part 2: Is all about defining and clustering actions coming from the analysis and the subsequent identification of quick and big wins.

All information will be summarized and recollected on a Plan on a Page, which will form the basis for in- and external alignment conversations.

Logistics

2 day face to face workshop or 4 half days online
Maximum number of participants for class: 12