

Joint Business Planning

From plan to action

What's it about	During this programme we teach participants our robust and acclaimed method of designing customer planning/strategy development. During the programme we will explain the difference between a business development plan and a Joint Business Plan. We will explore the 4 steps to a successful JBP
Objectives / Outcomes	<ul style="list-style-type: none">• Teach participants how to choose the right partners for a JBP• Teach participants how to design robust JBP• How to select priorities which will drive the plan of Your choosing• How to capture and measure the JBP and drive it forward
Approach	The programme is very interactive, the Blueprint Consultant will lead the group through a tried and tested JBP development process, and will be prepared to challenge the status quo. The workshop is tough, but very robust and practical. At the end of the workshop the individuals will understand how to develop a full JBP that they can monitor, set priorities and implement with confidence

Target Audience

Primary Audience: Sales Managers, NAMS, NAEs, ADMs, ADEs, RSM's, Mktg Depts, Purchasing Depts

Secondary Audience: Anyone who has a desire to understand how to build personal confidence and to develop a high-performance attitude

Programme overview

Part 1: This is all about understanding who you want to work with and why. 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 course will bring into sharp focus what needs to be done, by when and who else might need to be involved

Part 2: Is all about using your own data to prepare and sell your JBP or a key element of it to the customer [the Blueprint Consultant] The new skills are practiced by presenting to the facilitators whilst the rest of the delegates evaluate the presentation against clear criteria which test knowledge and aids embedding of the skills with tips and ideas to improve further

Logistics

2 day face to face workshop or 4 half days online
Maximum number of participants for class: 10