

Rightrack ... a little bit of magic

**Distribution Strategy &
Key Account Management**
a bespoke programme



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Introduction

Managing and enhancing distributor and customer relationships are key activities for any sales or marketing department; if misunderstandings occur in either, the whole business process will be negatively affected.

This bespoke training programme focuses on providing a solid understanding of how to manage crucial customer and distributor relationships. The programme also looks at building knowledge on internal and external networks as well as understanding a range of measures used to assess the success of reaching target audiences.

Approach

A bespoke training programme is researched, designed and delivered specifically for your needs.

We have a highly developed, sophisticated yet flexible approach for creating bespoke training solutions, which typically includes:

- **Step 1: Research & Familiarisation**
Our training specialists work with you to research the key areas that will impact the programme design and agree project objectives
- **Step 2: Confirmation of Project Activity**
Key areas of the project are confirmed in writing including all project steps, milestones, programme structure, supporting activity, timings and evaluation measures
- **Step 3: Preparation of Learning Content**
Our project team prepare the programme in-line with the above steps. The content is highly specific to your organisation and the initiatives that are key to the success of your business
- **Step 4: Implementation of Training Programme**
The programme is implemented in-line with the agreed rollout plan
- **Step 5: Project Evaluation**
The project is evaluated throughout its implementation against key measures decided upon during Step 1



Case Study

Below is an example of a programme we have designed for a client:

Channels to Market

- Key corporate accounts
- Zain distributors
- Independent distributors

Challenges of These Key Account Relationships

- What is a Key Account?

What Skills are Required in Managing These Key Accounts?

- Internal relationships and networks
- External relationships and networks
- Understanding requirements
- Identifying direct and indirect influencers

Added Value

- What is meant by the term adding value?
- What is meant by the term adding personal value?
- How is Zain marketing adding value to its key stakeholders?

Key Account Strategy

- What are your processes and how does the marketing function fit in
- How do you map onto other departments
- Accountability vs responsibility in apportionment of tasks

USPs

- What is and what is not a USP
- Historic examples of USPs
- Conveying USPs

Measuring Key Account Effectiveness

- Internal measures
- External measures
- KPIs and SLAs

Differentiating Services and Offers

Auditing Key Accounts/Customer Satisfaction

Understanding Account Structures

- Tall, flat, hierarchical, central and de-centralised

The Psychology of Decisions (Heuristics)



Programme Options

This is an in-company programme with the following options:

Available Packages:	Bespoke - We research, design and deliver the programme specifically for your needs
Duration:	Bespoke
Materials:	Folder, workbook, handouts, pen and certificate of attendance
Support:	Research - Pre-programme research visit or telephone discussion Administration - Printing and packaging of delegate materials and liaison with your chosen venue for programme arrangements. Additional administration options available Evaluation - Post-programme evaluation and a consultant's report providing feedback on the programme Rightrack Membership - Lifetime on-line post-programme support via our dedicated delegate website and access to the training consultant who will answer any questions relating to the programme
Dates & Location:	To suit you
Delegates:	Bespoke
Style:	Rightrack programmes are energetic, exciting and highly participative, which create an impact and motivate participants to learn and embrace change
Learning Methods:	We utilise a blend of learning methods: practice sessions, group workshops, scenario-driven learning, assignments, self managed learning, shared group learning, accelerated learning and structured group learning

