

Transforming the quality of key relationships

Transforming the quality of relationships at the most senior levels of customers delivers significant value to the business through revenue growth.

In a highly networked organisation operating with global partners, relationships with suppliers and alliance partners are key to add revenue and increase margins. When an organisation restructures, the right, new relationships need to be created quickly to deliver the strategic benefits of the structure.

Our belief is that the transformation starts with the individual, then teams, which shift relationships with other teams and hence across the organisation and thus the global network in which it operates.

To achieve this we believe the people responsible for those relationships need to be highly capable to:

- Operate with the most senior decision-makers within customer, supplier and alliance organisations
- Leverage their effectiveness to secure existing business and to expand the relationship towards strategic integration
- Enhance how they interact with the teams they lead and the network they influence.

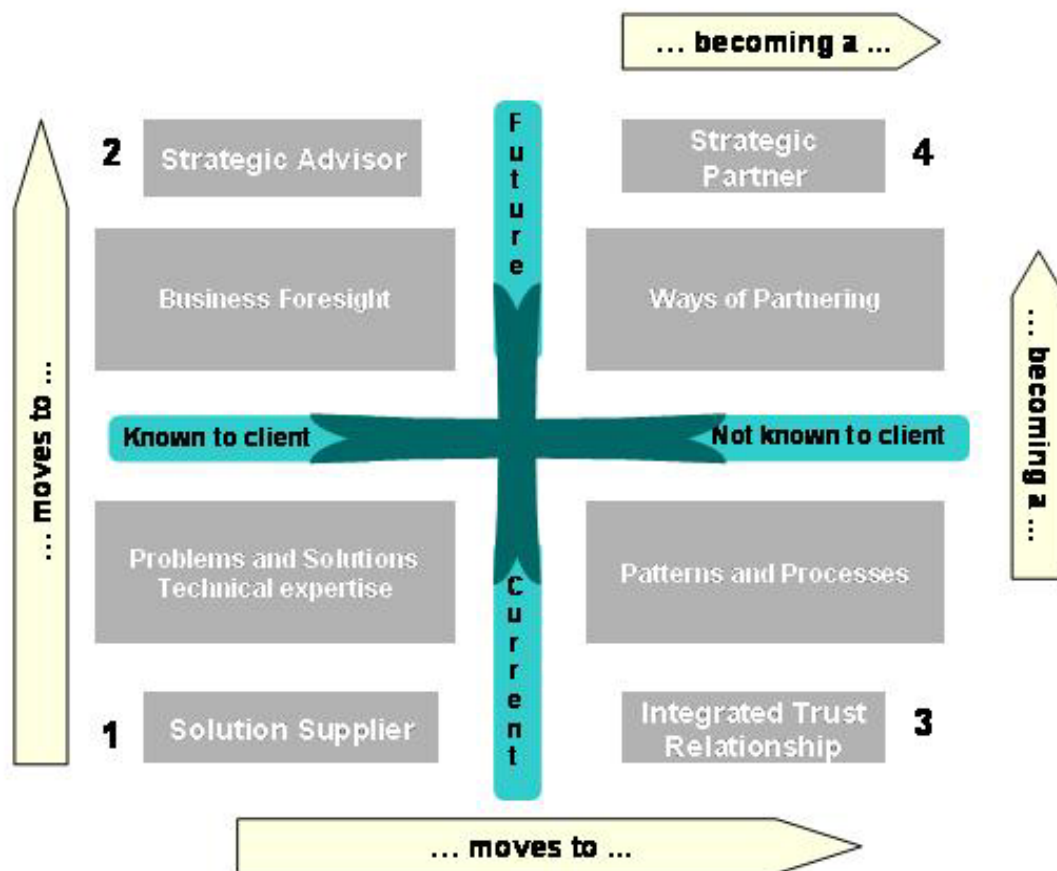
What are the benefits and commercial outcomes?

- Increased revenues in fewer major accounts from multiple products e.g. Enterprise Solutions
- Engagement sooner on key agenda items reducing competitors' access
- Reduced risk of competitive action or pressure on margins as share of wallet increases
- Increased number of 'big hitters' and next generation of relationship partners
- Enhanced effectiveness of relationships with suppliers
- Increased the speed and effectiveness of Alliances, JV's and cross organisational partnerships to deliver results.

How to develop a strategic partnering relationship

The model below demonstrates that to move towards being a strategic partner in your key relationships, you need to adopt new roles and agendas. Our experience says that relationship leaders need to be competent in both being a strategic advisor through using their business foresight, as well as being able to operate in an integrated trust relationship where they can use their company insight and their relationship skills to create trust.

Relationship Transformation – new roles & agendas



What qualities are needed by relationship leaders?

- The capacity to create authority, presence and impact quickly
- The ability to build fast rapport with a wide range of people
- The ability to create a transformational shift in the hearts and mindsets of individuals and groups
- Bringing business foresight and business partnerships to the table
- Being able to leverage the organisation's experience and wider business community to add foresight to the key players, so they can see their issues in a wider context
- Being able to leverage the organisation's network to bring new partnerships, alliances, customers and providers into a situation
- Business Intimacy: Being able to connect with key individuals at both the personal and business agendas
- Engaging senior executives, not only on their current problems, but their passions, their future and the legacy they would be proud to leave behind
- Creating insight about 'how we work' and challenging patterns.