

Developing High Value Relationships

Traditional methods of managing client, supplier and partnering relationships are no longer going to be effective in an increasingly competitive and rapidly changing business environment. As a result, organisations are creating less value than they should or could.

The concerns that our clients have raised with us include:

- How do you shift from order taking to relationship building?
- Are you aware of the real needs of your clients or are you simply providing short-term, immediate solutions?
- Do you have significant relationships of trust at CEO/Board level?
- Are you missing out on opportunities which only arise because of an enduring and mutually-beneficial relationship?



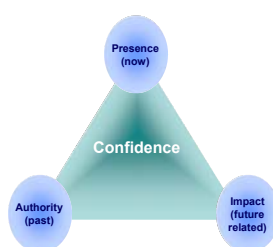
We see relationships as the key to future competitive advantage because we believe that they can be 'competition-proofed'. Relationships need to be created at such a level that the threat of traditional tactics of competitors to capture your customers and suppliers can be significantly reduced.

- 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 growing revenues and increasing margins.
- When an organisation re-structures, the right, new relationships need to be created quickly to deliver the strategic benefits of the structure.

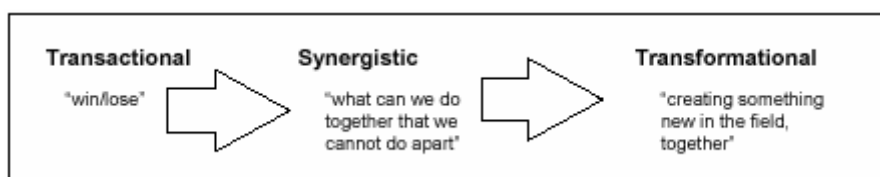
Our Approach

The ability to develop meaningful and purposeful relationships lies with the individual. We believe that effective processes are only part of the answer to managing relationships. We work with individuals to develop their ability to operate with significant authority, presence and impact – this enables them to work alongside the most senior decision makers within customer, supplier and alliance organisations.

Authority, Presence and Impact 1



We work with your leaders to develop their skills and capabilities to shift the nature of the relationship from transactional to transformational:



The benefits we deliver focus on increasing the value generated across a network of value chains, they include:

- Creating joint strategies shared by suppliers, your investors and your customers
- Increasing sales to key customers
- Helping your customers sell more to their customer
- Finding opportunities for suppliers to reduce your and their costs.

Case study

Professional Services Firm

We developed Partners and Managers at a global professional services firm from technical experts to account relationship managers and helped them increase the number of their relationships at CEO level. This was created through two major programmes for individuals that addressed skills issues.

Once the critical mass of Partners had gone through these programmes, the intervention moved to account team coaching and implemented an account team approach globally for strategic accounts.

As a result the firm built multi-million £ relationships with key clients each selling 10 -100 times more fees and over a period of 5 years reduced the tail of transactional client relationships.