

### The STAR team

Experience and balanced to deliver each STAR element powerfully...



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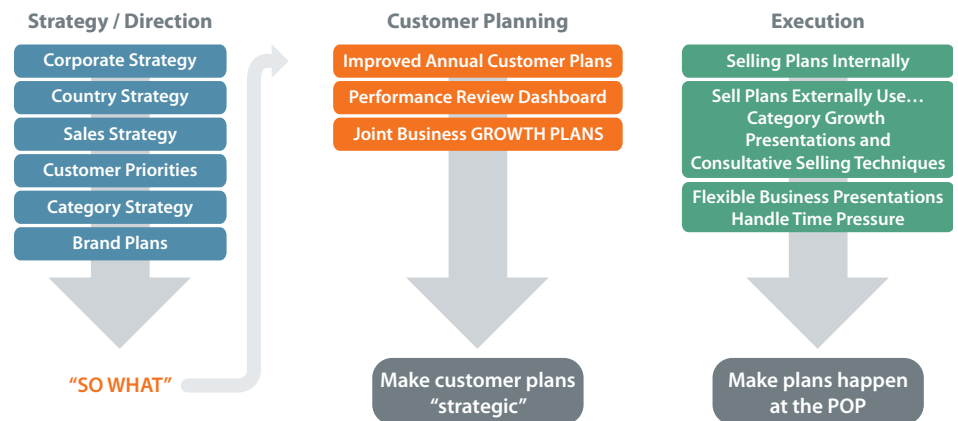
### Special points of interest:

- Links company strategies with customer plans
- Both Process and Skill improvement
- 2 day practice based workshop
- One-on-one coaching
- Embedded in organisations such as:
  - Danone
  - Bausch & Lomb
  - Sony

### The End-To-End Process

Strategic selling is a truly end-to-end process – ensuring that your corporate strategy is clearly reflected in how you present your offering at the Point of Purchase (POP).

Examples of excellence in strategic selling are Coca Cola with their focus on visibility at the POP or Virgin Atlantic with their superb in-flight offering.



### Key elements

- Pre-learning DVD
- Unique 'So What' thinking to drive strategic linkage
- Re-engineered Customer Planning and Joint Business Growth Planning Processes
- Two day application workshop – significant role play involving senior management
- Follow up 'Embedding' day includes one-on-one coaching

### Key points of difference

- Unique Annual Customer Planning Process
- Strategic Selling Fact Files to ensure strategic alignment
- Joint Business Growth Plan Model
- Focus on embedding new ways of working via follow up day
- We even manage to make Strategic Selling FUN



## Customer Planning

Our completely re-engineered approach to Customer Planning includes many unique strategic processes... shown here is just one example CHARM – TOTAL PROFIT MANAGEMENT.

Within CHARM we challenge your customer managers to ensure that every aspect of growing profitability is being levered to the full... from the CREATION of new value via selling in NPD incrementally to, working hard to HOLD the business they have, ADDING via upselling and cross selling and finally planning to manage both RISK and COST.

## Star Chambers

As we move to the EXECUTION phase of our workshop we employ STAR CHAMBERS in which we involve your senior management in the role playing of both high level internal pitches for investment and external presentation of customer plans – this adds both focus and pressure – making our role play feel real.



## Follow Up Day

We begin the day by giving each delegate a 45 minute one-on-one coaching session in which we review progress and challenges encountered since the two day Strategic Selling workshop. We then move to focus on developing superb *Joint Business Growth Plans* as the route to driving profitable growth through top customers.

### Delegate Feedback on Strategic Selling:

**‘The training mediators have been superb and full of enthusiasm.’**

Dan Connolly  
NAM

**‘Enabled me to develop best-in-class customer plans.’**

Phil Caloghiris  
NAM

**‘It gives us great joint business plans and a shared language with our customers.’**

Jenny Cooper  
Impulse CM Controller

### CHARM - Total Profit Management

CRM PLAN IN EACH CHARM SECTION  
NB. DETAIL “SHOULD DO” AND “COULD DO” ITEMS

Create:

Hold:

Add:

Risk Manage:

Manage Cost: