

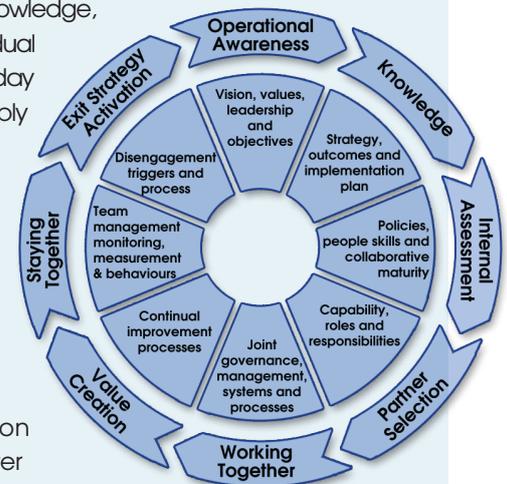
Harnessing & Marketing Collaboration

Introduction

This one-day course is focused on Customer relationships which have always been the key to sustainable business since trading began. It is often said that it takes 10 years to win a customer and 10 seconds to lose one. Developing relationships was frequently the sole prerogative of business development and sales personnel this created vulnerability for many organisations since relationships were held largely at the individual level. At the coal face customer knowledge, power structures, decision makers, personal relationships and corporate as well as individual characteristics were often mapped and followed closely by the sales force. We see today a marketplace where success is more about what we bring to the market rather than simply what we produce as individual organizations.

Benefits for your Business

What most will recognise is that a good relationship between organisations enhances performance. Understanding when we reference collaboration as it is often confused with Cooperation – compromise and frequently Collusion. Some see collaboration as something soft and fluffy with no place in the world of commerce where traditionally most business relationships are based on exploitation and opportunism. Yet more frequently today collaboration has become a buzz word with little substance. This short course is aimed at better targeting collaborative opportunities. The need for organizations to work together has perhaps never been more critical in today's economic environment, to meet the demands of the market and growing global competition and the impact of technology and communications and transparency of markets.



Who Should Attend

This one-day programme can be focused at those involved in market development and sales. Collaboration between individuals is relatively common but transitioning this to collaboration between organisations is more complex given the more traditional contracting background and building market propositions is more and more about linking diverse businesses and capabilities.

Course Delivery

The things we say are frequently interpreted by the behaviours that we project. Measuring and monitoring behaviours can be a sound indicator of the strength of the relationship.

- Collaboration in a changing world
- Customer drivers
- The business case and benefits of collaborative working
- Cultures and behaviours
- Understanding the principles of collaborative working
- The life cycle of relationships

Further Information

This one-day programme is most frequently delivered as an in-house event.

Fee: £3000.00 to include 12-16 attendees

For further details please email training@icw.uk.com or call +44(0)203 051 1077.

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Building Business Relationships