SP-RSC - Measuring profitability and customer satisfaction

Soft skills - Sviluppo organizzativo e Coaching -

Durata:	Lingue:	Certificazione:
2 Giorni	**Italiano**	**-**

Descrizione del corso

Objectives: • Providing specialized knowledge, referring to marketing techniques (in particular the analysis and the classification of clients) and to management control (evaluation of the profitability of client portfolio) • Developing the abilities to evaluate the results of commercial activities and their adherence to client portfolio • Expanding the acquired knowledge through the support of case history, allowing participants to discuss and challenge themselves Audience: • Sales managers • Area managers • Representatives

Programma

Commercial strategies
• The main analytic stages in structuring commercial strategies
• Defining the business
• Economic analysis
• Evaluation in a competitive position
• Analysis of market development
• Typologies of commercial strategies
• The consistency of commercial strategies with the levels of market development

Sales objectives
• Defining objectives
• Configuration: turnover, market share, contribution margin, number of new clients, etc.

• Organization:
• divisional
• vertical (the hierarchy of objectives)
• Product lines, target, geographical area, sales channel
• Temporal dimension: short, medium and long-term objectives
• The relationship between different types of objectives and market development rates
• Dysfunctions and suggestions
• The system of objectives
• Consistency with commercial strategies

Organizing client portfolio
The client as a resource
• The client portfolio
• Possible segmentations of client portfolio
• Implementing the portfolio:
• updating
• using external sources
• Consistency with commercial strategies

The commercial actions
• Identifying
• Stimulating
• Building customer loyalty
• Dynamizing
• Urging

The evaluation of the results of commercial activities
• Performance monitoring
• Identifying intervention priorities
• Adjusting dysfunctions
• First system – analysis of variances:
• matrices
• Second system – profitability analysis:
• the contribution margin
• the ROS
• Third system – weights:

- profitability on sales
- cash-flow
- market share
- strategic funds
- Customer satisfaction
- Evaluation systems
- Consistency with commercial strategies

Variances control

- Variances control in the evaluation of commercial activity
- First system – analysis of variances
- Second system – profitability analysis
- Third system – weights