

CUSTOMER RELATIONSHIP LADDER

Developing win-win relationships that lead to strategic partnership between the company and the customer is an essential component of successful key account management. The Customer Relationship Ladder keeps track of where the company stands and on what must be achieved to move up the ladder. Each rung has 4 steps, and an assessor, using coaching techniques, can accompany the company representative to progress with the customer or the account.

The Ladder may be particularly useful to help identify drivers and barriers for an account which is underperforming. The assessment typically takes 2-3 hours for a key account, depending on the size and the level of complexity of the relationship.

Key outcomes:

- Focused field coaching thanks to a ready-to-use check list
- Easy and visual way to review the relationship, leading to defining the next appropriate actions

