

Training: Customer Portfolio Management

Why Build and Manage Customer Portfolios?

- Why create structured customer portfolios?
- The key benefits of managing customer portfolios

Defining Customer Classification Criteria

- Understanding your customers
 - Classification based on revenue, turnover, industry sector, and other relevant criteria

Developing Tailored Strategies for Different Customer Segments

- Customer relationship management strategies
- Delivering consistent service quality
- Practical role-playing workshop

Growing and Retaining a Customer Portfolio

- How to develop and expand a customer portfolio
- Best practices for maintaining long-term customer relationships

Evaluating Customer Portfolios

- Why evaluate a customer portfolio and the benefits of doing so

Customer Portfolio Evaluation Methods

- Current value of the customer portfolio
- Potential value of the customer portfolio