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# The Customer Focus Programme

*A Proven Methodology to Maximize  
Business Plan Revenues and Margins*

*The Leading Change Partnership*



# The Customer Focus Methodology

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**THE STRATEGIC IMPERATIVE**  
*"Delivering the business plan"*

**The Revenue & Margin Matrix**

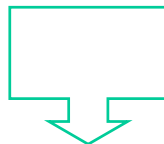


**EXISTING CUSTOMERS**  
*"Strengthening and developing customer loyalty"*

**The Customer Benchmarking System**

**NEW CUSTOMERS**  
*"Developing and exploiting new routes to market"*

**The Winning Market Acceptance Process**



**INTERNAL CUSTOMERS**  
*"Delivering the Total Product"*

**The Internal Customer Focus Process**

# The Customer Focus Programme

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## The Strategic Imperative-Delivering the business plan

When the strategy has been developed and the business plan produced the strategic imperative is to deliver the revenues and margins.

The Customer focus programme provides a proven methodology for delivering the business plan.

The methodology is based on four key elements which are tailored into a programme which is specifically designed to achieve the revenue and margin requirements of our customers. Deployment is through a team structure which ensures everyone knows exactly what is required and, with the toolkit, how to go about achieving the target improvements

The methodology is suitable for all companies who need to maximise competitive advantage through differentiation and who recognise that the need to totally satisfy customers is the most effective concept to drive continuous improvement

## Customer Insights into the programme

*"The programme tailoring is the key to obtaining the best value from the methodology focusing on exactly how we achieve the revenues and margins in our business plan"*

**John Parker:Director Lloyds Registrars**

*"The great value of the methodology is that it is proven and can be applied to any organisation"*

**Ivor Tiefenbrunn MBE;Linn Products Founder and M.D**

*"The acceptability to different cultures and languages demonstrate the global applicability of the methodology providing a common language within our European Management Team"*

**Steve Merry:Director Kodak Europe**

*"We have used the methodology in all our companies as the process for delivering our business plan revenues and margins-the use in creating common language and way of working is essential in merging different organisations from different backgrounds and culture"*

**Tony Belisario;CEO Ascent Investments**

*"Customer focus is the most effective enabler for growth with the internal customer concept being the most powerful reason for change"*

**John Catling; Group M.D Thames Water**

*"The methodology and tools and techniques quickly get to grips with complex questions providing consensus and enthusiasm for the quick and effective action needed to achieve competitive advantage"*

**Patrick Phillips;European Director Reuters**

# The Customer Focus Toolkit

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1.

## **The Revenue/ Margin matrix**

Maps the products/services against customers and groups of customers[markets] by revenue and margin defining exactly how the business plan is to be achieved .

2.

## **The Customer Benchmarking system**

Used to develop and strengthen customer loyalty with existing customers thereby protecting revenues and margins

Replaces traditional customer surveys as the methodology used to achieve customer feedback and in addition establishes competitive positioning

3.

## **The Winning Market Acceptance Process**

Used in conjunction with the customer benchmarking system to develop differentiated products/services which provide a compelling offer to target customers. Makes use of the customer needs matrix and the total product concept within an integrated marketing and sales process based on the 5P's which enables return on marketing investment to be measured at all stages of the process

4.

## **The Internal Customer Focus Process**

Takes the benchmark requirements established through the customer benchmarking system and winning market acceptance process and deploys throughout the company using the internal customer concept. The use of structured templates and a clear procedure ensures 100% involvement and through simple and effective problem solving tools the ability to deliver the differentiated products/services

The use of templates and metrics enables visible management of the process and keeps the focus on the improvement actions needed to meet the customer requirements at minimum cost

# *Proven Methodologies by Proven People*

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## **The Leading Change Partnership**

The Company is focused on helping our customers achieve profitable growth-which in our experience is the only strategy for building and sustaining business .

We are able to do this through the application of proven methodologies developed and applied by proven people

We are unlike any other consultancy business in that all our members are proven in their own right as successful business people and know from practical experience what is required and how to help our customers.

This powerful combination of first hand experience and best practice methodologies provides a unique service to our customers and is the main reason for our 100% reference site status which means that all our customers will reference us to new customers.



**Paul Spenley**

*Founder and Managing Director*

Paul is a Chartered Engineer with a First Degree in Electronics and Higher Degree in the Application of methodologies and toolkits for senior management to Business. He has an accomplished career in Line Management including the first Total Quality Manager for the ICL operation which won the EFQM award for best quality organisation in Europe, and Managing Director of the Pera International Consultancy and Training Business from 1990 to 1996 Paul established The `Leading Change Partnership` in 1996 and with a team of experienced specialists continues to provide specialist support to loyal customers who will reference the company to new customers which is how the company has remained competitive Robert Heller is Europe's biggest selling author and is Chairman of the Company. Together Robert and Paul continue to contribute to global best practice through relevant publications including;

*The benchmarking essay for **Businesses: The Ultimate Resource**  
Riding the Revolution  
Step Change Total Quality  
The Management Handbook  
The Essential Managers Manual  
Fusion Management  
Will to Win [with Will Carling]  
Roads To Success*

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## ***The Leading Change Partnership Product Sheets***

**Customer Focus Programme  
Business Process Re-engineering Programme  
Business Technology Applications Programme**

***The Leading Change Partnership***



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