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STRATEGIC customer relationship MANAGEMENT...

Purdue University
West Lafayette, Indiana
May 6 - 7, 2002

... a seminar designed to help you develop and implement your customer relationship management strategy. Sponsored by the Center for Food and Agricultural Business.

PREVIEW WHAT OUR SEMINAR LEADERS ARE SAYING ABOUT CRM IN 2002

From Paul Wang, Northwestern University

The current economic situation has forced businesses to be more cautious. A focused approach to Customer Relationship Management (CRM) is even more important than in the past, as is the value of retaining core customers.

In times such as the present, value-focused companies are often put in a difficult position, competing with other players in the market who discount to acquire the volume they need. And customers feel that businesses aren't doing as well. So they might expect more flexibility in terms of price, particularly when they have the option to go elsewhere.

Yet, the current situation provides a real opportunity to differentiate. Concentrate on those core customers that give you 80 percent of the business and focus on the things that matter the most to them. Know your point of difference and over-invest in this area.

Remember that while there's danger in losing customers short-term on price, in the long run, these customers often pay more for the lack of service and support

that goes along with the lower price. You must convince them that there is an additional benefit designed for them – not for every customer, but for those that serve as your core and believe in what you're doing. Make an unconditional commitment to serve them well.

Likewise, identify those areas that aren't valued by core customers and work to reduce those expenditures to maintain financial

stability. The key is knowing where to focus – not under-investing in the area that really helps you to be different and remain one step ahead of your competition. You must continue to be successful at “value innovation.”

Paul Wang is an associate professor in the Integrated Marketing Communications program at Northwestern University



From Jay Akridge, Purdue University

While CRM isn't new, the competitive forces in the marketplace have only intensified, making CRM all the more important. Performance differences have continued to narrow, and generics put additional pressure on margins. The pressure on maintaining customer relationships in



order to be more than just a low-price provider is acute.

Major manufacturers continue to look for ways to deepen relationships with end-user customers. And, most appear to be even more focused on building the relationship with that end customer – perhaps a modification from more dealer-focused strategies of the past. And, as dealers continue to expand their geography – having a relationship strategy becomes more critical.

Managing six or seven locations is **continued on next page . . .**

“This seminar gave me the opportunity to critically review territories and the means in which we cover them. For me, the customer lifetime value example drove that point home! I've since employed the tool you provided for evaluating lifetime expectancy of their business volume.”

Comment from a CRM Seminar Participant



Comments from CRM Seminar leader Jay Akridge

continued from front page . . .

quite different than one or two, and one cannot afford to leave relationship management to happenstance. Dealers need an explicit approach as well.

Manufacturer-dealer relationships are evolving too. Today's programs encourage selection of key suppliers (and dealers), rather than offering a supermarket of choices as in the past. The selections made in the supplier/product offering

decision process are key to a dealer's competitiveness in the local and regional marketplace, just as they are from the manufacturer's standpoint. This evolving dealer-manufacturer relationship has certainly made the CRM strategy of both groups more complex.

Jay Akridge is the director of the Center for Food and Agricultural Business at Purdue University

“Bottom line is that we were in the middle of trying to muddle through the development of a more focused relationship management effort. This course gave me a broader, more philosophical perspective that identified the important areas to address through our implementation.”

Comment from a CRM Seminar Participant

WHO SHOULD ATTEND THIS SEMINAR . . .

Participants for this seminar include agribusiness marketing, sales, and customer support managers, as well as marketing communications, information systems, and database managers. If you are at the manufacturer or dealer level with direct responsibility for man-

aging relationships with customers, or are involved in front-line interface with customers, you should consider participating in this year's workshop.

Think ahead about how you will implement the CRM ideas generated at this seminar. Could you

involve your communications, IT, marketing, sales, or customer support groups and enhance your effectiveness? Consider making an investment in the success of your CRM team (there is financial incentive for doing so) by attending this seminar together on May 6-7.

Center for Food and Agricultural Business Purdue University

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STRATEGIC customer relationship MANAGEMENT

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Purdue University is an equal opportunity/ equal access institution.

2002 DATES AND REGISTRATION FEES

THE CRM SEMINAR WILL BE HELD on the campus of Purdue University, West Lafayette, Indiana, on May 6-7, 2002.

THE SEMINAR FEE INCLUDES all instruction and program materials, refreshments during breaks, daily lunches, and an evening networking event/reception.

SINGLE REGISTRATION is \$895 U.S. MULTIPLE REGISTRATIONS are \$695 U.S. after the initial registration fee. PAYMENT OF REGISTRATION should be enclosed with your completed registration form. (Make checks payable to PURDUE UNIVERSITY.)

CANCELLATIONS WILL BE ACCEPTED through April 15, 2002, and refunds for those canceling on or before this date will be given. No refund will be issued after this date; however, substitute registrants are acceptable at any time. Purdue University is not responsible for costs incurred due to cancellation.

If you have any questions, please call, (765) 494-4247.



HOW TO REGISTER

FOR MULTIPLE REGISTRATIONS, please duplicate this registration form. (Limit four registrations per company unless space permits.)

1 RESERVE YOUR SPACE.
CALL (765) 494-4247
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2 COMPLETE THE FORM.
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3 KEEP A COPY.
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