



E-Marketer training

Module BM04: Relationship and Risk Management

Individual exercise

The aim of relationship management is to find the overlapping area between expectations of stakeholders and the company. To do it, we should examine the expectations of stakeholders, negotiate and influence desires of the stakeholders to achieve strict conformity of company's goals and expectations, demonstrate you believe stakeholder opinions are legitimate by responding to them and establishing rules of operation. In the table below you will find examples of these actions for companies operating in different branches. Please fill in the empty fields thinking about your customers as the group of stakeholders you want to analyze.

How to do it – there is the same number of possible customers expectations / management expectations possibilities / demonstrating engagement/establishing rules (rows) for each case. They correspond to each other. See e.g. the cars branch. One of the expectations is the low price (action 1). That is why company may include some additional functionality in the price (e.g. add an A/C) (action 2). To show our commitment we offer different series of cars for different groups customers (e.g. cars for companies) (action 3). We can also introduce restrictions for the car distributors that the cars cannot be sold more cheaper than X.

Branch \ Actions	Cars (example)	FMCG	Fuels
1. Identification of customers expectations	<ul style="list-style-type: none"> price quality functionality membership prestige value in time 	<ul style="list-style-type: none"> price specific characteristics of the product safety (certifications etc.) availability membership 	
2. Expectations management	<ul style="list-style-type: none"> grouping benefits researching customer expectations and presenting new applications / functionalities to them initiating the fanclub brand building / advertising in relevant media maintaining quality and prices at a certain level 		<ul style="list-style-type: none"> additional offer reaction to negative PR map of fuel stations relation level of service / price
3. Demonstrating engagement	<ul style="list-style-type: none"> dedicated series information policy social media and employee blogs 	<ul style="list-style-type: none"> regulation of the margin organisation of shows, participation in rankings research 	



	<ul style="list-style-type: none"> • sponsorship of fan clubs • PR • information policy 	<ul style="list-style-type: none"> • sharing the margin and marketing budget • engaging the team as brand ambassadors 	
4. Establishing rules	<ul style="list-style-type: none"> • price barriers, suggested prices • quality standards • categorisation • licensing fan clubs • selection of clients / selection of groups • policy regarding service and spare parts 		<ul style="list-style-type: none"> • suggested prices • quality standards • construction of a distribution network • customer service standards