



To : Marco Pollo CEE
Attn : Lucian Marin

March 2016

In September 2015 we had the opportunity to organize the Customer Management training, led by Marco Polo CEE, represented by Lucian Marin and his team. We decided that all the Sales middle management team should attend this training (Key Account Managers, Regional Sales Managers, HoReCa Manager and Regional Field Account Manager). Structured to touch several topics (Customer Understanding, Relationships Management, Power of questions Conflict Management, Joint Business Plan), we really appreciated the interactivity of the training, the very clear structure of the theoretical information, and the excellent relevant practical examples that completed the training.

As Modern Trade Manager, I appreciated very much the bigger perspective that my team has now on the Account Management and the clarity on different Customer strategies. I believe that the training increased our readiness in approaching Joint Business plan, and I consider this training as a must have in the capabilities development of a Key Account Manager.

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