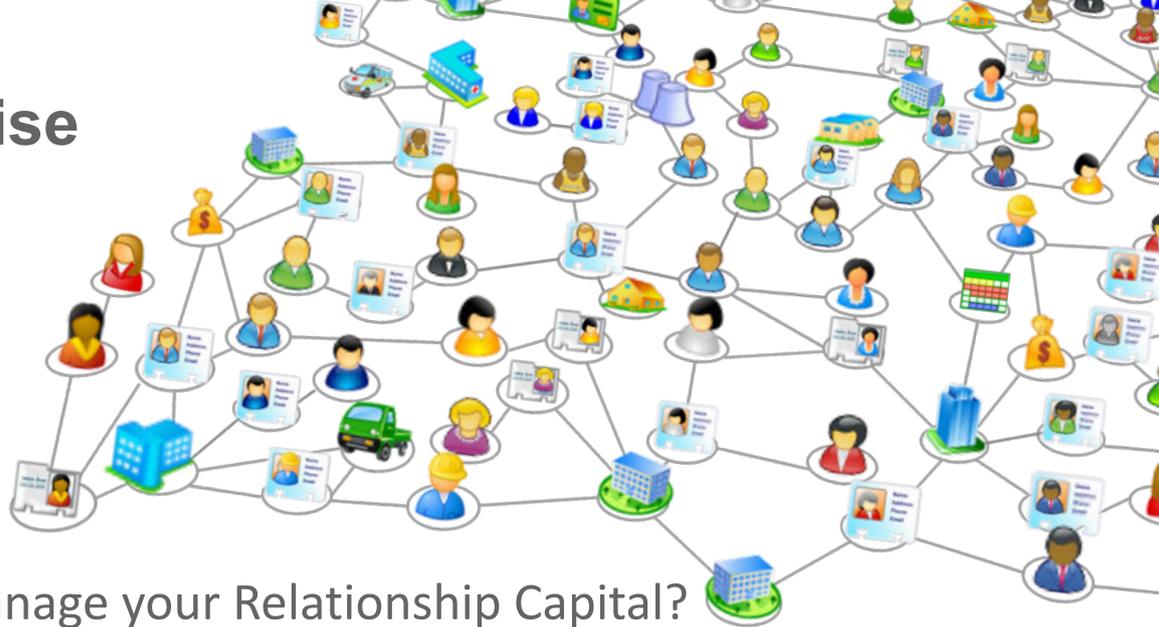


RV Enterprise



How do you manage your Relationship Capital?

You manage cash, equipment and other assets - how do you manage Relationship Capital? How secure are your relationships? Are you utilizing them most effectively to generate results? How do you know if it is increasing or diminishing in value?

Managing your Relationship Capital

Up to 75%* of the value of most companies today is made up of intangible assets. For many, relationships with customers, employees, partners and others are the most significant component of that. Are you one of them?

Can you actually 'value' your relationships? Do you know which are the most critical? Are you managing your Relationship Capital as well as your other assets? Is it increasing in value or diminishing? Who are your most effective relationship managers? How do you know?

RV Enterprise will enable you to answer those questions and more- it is the framework that enables you to implement **RV Engage** and the **Traxor** Relationship Management system throughout your organization.

*Brookings Institute Task Force on Intangibles,

RV Enterprise Workshop

Following a 'go' decision, the first step in implementation is a two-day RV Enterprise workshop in which stakeholders learn how to:

- Create a Relationship Capital growth and management strategy.
- Use Relationship Capital to create/identify opportunities for new business and identify threats to existing business.
- Set up and use **Traxor** to manage your Relationship Capital.
- Define your Ideal Customer and understand position power and personal influence
- Measure how secure your relationships are with other people and organizations.
- Understand the factors that enhance or reduce your Relationship Security.
- Create relationship-centric Account Management strategies

Pre-Implementation

An **RV Catalyst** workshop with your key stakeholders is a four-step feasibility and pre-planning exercise that outlines an implementation strategy in sufficient detail for a go/no-go decision. It confirms:

Objectives: measurable business, as opposed to process, outcomes that define the success of relationship management (e.g. increased sales, customer satisfaction etc).

Method: value-based assessment/modelling of methods/processes to achieve goals.

Priorities: those of greatest value get implemented first.

Strategy: broad implementation plan with roles and defined performance measures .

RV Enterprise Consulting

Related Vision's network of partners provide a range of training, consulting and coaching services that can be tailored to your specific needs in implementing Relationship Capital management.

Services include:

- Diagnostics/needs analysis.
- Facilitation of the Catalyst Workshop.
- Assistance with **Traxor** set up.
- Enterprise-wide relationship strategies.
- Relationship audits.
- Individual skills coaching.



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