

Manage the activity of an ADV service



SUP-7 3 Days (21 Hours)



Description

The ADV service manager must organize his service to obtain customer satisfaction and loyalty. To do this, he must be able to clearly define the missions of the ADV, build effective communication and construct a service strategy. This is the objective of this training in Sales Administration management.

Who is this training for ?

For whom

ADV manager, executive in charge of an ADV service, logistics manager overseeing the ADV.

Prerequisites

- None except being in charge of or close to managing an ADV service.

Training objectives

- Manage the ADV process, relay between logistics and sales force
- Organize the ADV service in response to market requirements.
- Improve the customer performance of your team.

Training program

Le positionnement de l'ADV dans l'entreprise

- Optimize the organization and missions to meet all expectations.
- Find the right positioning of the ADV.

Les missions d'un service ADV : rôle et périmètre d'action

- Secure the order cycle from receipt to invoicing.
- Improve customer relationship management.
- Streamline operations for greater efficiency of the service.

Les interfaces en interne et avec les prestataires logistiques

- Organize communication with all stakeholders acting on the flow of orders: marketing and sales, supply chain and logistics, finance.

Le partenariat avec les clients externes

- Discuss logistics and service with customers: write and implement a 'Logistics Charter'.

La politique "Service Client"

- Categorize customers and involve teams in improving operating procedures.
- Empower your employees towards greater individual and collective performance, be the coach of your team.
- Master export techniques to serve foreign customers.

Les outils de pilotage et la mesure de la performance

- Design and implement a satisfaction survey.
- Build your dashboard, choose the relevant indicators: associated IT tools.

Le positionnement de l'ADV dans l'entreprise

- The place of the ADV in the organization chart: optimize the organization and missions to meet all expectations.
- The ADV, an essential component of the 'Supply Chain ': find the right positioning of the ADV.

Les missions d'un service ADV : rôle et périmètre d'action Sécuriser le cycle de la commande de sa réception jusqu'à sa facturation.

- Act upstream and downstream to improve customer relationship management.
- Define tasks for greater fluidity of operations and service efficiency.

Les interfaces en interne et avec les prestataires logistiques

- Organize communication with all stakeholders acting on the flow of orders: marketing and sales, supply chain and logistics, finance.

Le partenariat avec les clients externes

- Discuss logistics and service with customers: write and implement a 'Logistics Charter'.

La politique '

- Customer Service' Define a strategy based on the company's objectives and the service expected by customers: categorize customers and involve teams in improving operating procedures.
- Be the coach of your team: develop the autonomy of your employees towards greater individual and collective performance.
- Be aware of export techniques to serve foreign clients.

Les outils de pilotage et la mesure de la performance

- Design and implement a satisfaction survey.
- Build your dashboard, choose the relevant indicators, choose the right associated IT tools.