



THE 7 PILLARS of a *Client Centric Culture*

DESIRED CULTURE

Technology

- CRM drives the desired behaviours

- online communities share successes

Support

- visible leadership support

- sales coaching

- online resources

Measures

- hard and soft KPIs measure and reward both sales and r'ship outcomes

- reward programs

Recruitment

- recruit people with behaviours aligned to desired culture

- at all levels - grads up

Structure

- drives and supports BD and innovation

- rewards and drives collaboration and r'ship building

Skills

- training and ongoing support develops desired behaviours

- top to bottom

Key Accounts

- drive the majority of revenue strategy

- understood by all in firm

- everyone knows their role

These 7 pillars form the foundation of a strong, client-centric BD culture.