

Customer Delight Consulting LLC

Improving Brand Performance by Growing Skill and Knowledge Capabilities

In this document, *Customer Delight Consulting LLC* details the range of executive training programs available to business leaders and universities seeking training and teaching expertise focused on growing skills, capabilities, and knowledge of executives.

Customer Delight acquired its name based on the founder's conviction that satisfying customers is a necessary, but not sufficient, goal for business success – delighting customers must be the objective.

Customer Delight was founded by Dr. William H. Murphy following many years of conducting Executive and MBA-level training/education seminars throughout the United States and China, as well as for companies and institutions across Asia. Dr. Murphy has also presented at numerous forums in Europe.

When beneficial to the client, *Customer Delight* also draws on other expertise to compliment and complete the educational offering. Partners with *Customer Delight* have in the past included professors and executives from such institutions as Babson College and McKinsey & Company.

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TRAINING, CONSULTING, AND PRESENTATION TOPICS

Below are topics/titles indicating areas of expertise on which William Murphy, Principal at Customer Delight, is available to talk with groups.

These topics/titles can be “off the shelf” or customized to meet particular client requirements. Customization decisions tend to depend on client time, budget, and training objectives.

Topic/Title	Intent	Typical Audience
Professional Selling	<ul style="list-style-type: none">✓ Intensive training for new salespeople✓ Developing partnership selling skills✓ Time and Territory Management skills	<ul style="list-style-type: none">❖ New sales people❖ Experienced sales people❖ Personnel being considered for a shift to sales
Sales Management	<ul style="list-style-type: none">✓ Sales force management as a strategic issue✓ Recruitment, motivation, and appraisal processes for building a professional sales force✓ Sales force training✓ Compensation and incentives✓ Coaching and motivating sales people	<ul style="list-style-type: none">❖ Sales people being groomed for sales management❖ Sales managers requiring additional training & skill enhancement
Key Account Management	<ul style="list-style-type: none">✓ Designing a successful key account program✓ Metrics for selecting key accounts✓ Sell through complex purchasing structures✓ Positioning the company to compete strategically✓ Anticipating future needs of key accounts✓ Building a strong competitive position	<ul style="list-style-type: none">❖ Sales managers❖ Sales directors❖ Marketing managers❖ Business development managers Product managers
Marketing Concepts for Executives	<ul style="list-style-type: none">✓ Building a strong brand✓ Definition of marketing✓ Marketing decision making and marketing planning✓ Mastering the basics✓ Growing customer equity✓ Segmentation, targeting, and positioning✓ Customer closeness through market intelligence and market research✓ Go-to-Market strategies: channels	<ul style="list-style-type: none">❖ Mid-level marketing and non-marketing executives

TRAINING, CONSULTING, AND PRESENTATION TOPICS

(continued)

Topic/Title	Intent	Typical Audience
The Quality Service Advantage	<ul style="list-style-type: none"> ✓ Why superior service is critical for solid brand performance. ✓ Identifying gaps in service performance ✓ Learning how to close service gaps through effective leadership skills 	<ul style="list-style-type: none"> ❖ Customer service executives ❖ Brand managers ❖ Marketing managers
Pricing Frameworks and Applications	<ul style="list-style-type: none"> ✓ Strategic Frameworks and Logic behind pricing decisions ✓ Financials and Economics of Price ✓ Hands on thinking about price ✓ Application tools for business situations ✓ Integrating pricing goals with channel partners 	<ul style="list-style-type: none"> ❖ Marketing and non-marketing executives ❖ Any executive seeking to make better use of the pricing lever
Improved Marketing Communications: Brand Building on the Web	<ul style="list-style-type: none"> ✓ Understanding critical steps from strategy to execution ✓ Branding on the internet and what it means for the brand ✓ Website interactions and metrics ✓ Linking offline and online strategies ✓ Emerging insights 	<ul style="list-style-type: none"> ❖ Communications managers/directors/specialists ❖ Advertising managers/directors ❖ Brand/product managers ❖ Marketing managers/directors
Doing Business in Greater China	<ul style="list-style-type: none"> ✓ Why companies need to be in China ✓ Stages of commitment ✓ Issues to resolve in choosing how to grow in China ✓ Negotiations in China ✓ How to acquire and retain talent 	<ul style="list-style-type: none"> ❖ Executives involved in business development and planning ❖ Marketing and sales personnel with global responsibilities ❖ Global operations personnel

WILLIAM H. MURPHY, PhD

PRINCIPAL



Dr. William H. Murphy is the Principal at Customer Delight Consulting LLC, Senior Lecturer in the Marketing Department of the University of Wisconsin – Madison, and a visiting scholar at the China Europe International Business School (CEIBS; Jiaotong University, Mingang, Shanghai, P.R.C.) in Shanghai. At the University of Wisconsin he teaches at both undergraduate and graduate levels, directs sales and marketing programs at numerous executive education venues, and pursues research projects in the areas of personal selling and sales force management, relationship management, and international business. His well-received classes have earned him the Dean’s Academic Staff Excellence in Teaching Award (2005) and the MKT Professor of the Year Award (2002).

Dr. Murphy is a frequent speaker in Asia; for over eight years he has held a Visiting Scholar appointment at the highly rated Shanghai-based CEIBS. At CEIBS, William conducts executive training courses in Sales Management, Key Account Management, and Marketing Strategy as well as in-house programs for select clients. His clients have included major insurance carriers in China, companies in high technology sectors, and pharmaceuticals, among others.

Previously, Dr Murphy was an Assistant Professor at Babson College and a Senior Lecturer at the University of Auckland, New Zealand, where he taught in the Executive Diploma in Business Program. He has developed distance learning marketing strategy courses for executives, taught across several marketing topics, consulted for numerous firms in business-to-business and consumer markets, and provided guidance for entrepreneurial ventures in both traditional and internet markets. He has published in a number of journals including *Journal of Marketing Science*, *Journal of Business Research*, *European Journal of Marketing*, *Industrial Marketing Management*, *Journal of Personal Selling & Sales Force Management*, *Marketing Research*, and the *Journal of Higher Education for Business* and has written cases for a leading sales force management textbook. He is also on the Editorial Review Boards of *Journal of Personal Selling & Sales Management* and *Industrial Marketing Management* and is a member of the AMA (American Marketing Association) and the European Marketing Academy.

On a personal note, Dr. Murphy enjoys taking long evening walks with his wife as well as athletic pursuits including running and badminton; he is a former member of the U.S. Badminton National Team.

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Please note: Dr. Murphy is often booked out 6 to 12 months in advance.

EXAMPLES OF ACTUAL PARTICIPANT FEEDBACK

July 2006

Dear Prof. Murphy,

Many thanks for your message. I am sure you must be very busy getting ready for the Fall semester. My son, Zachary just returned from Hong Kong to Madison this morning after a long but fruitful summer at home. He gained a lot in his summer job working for a major local pharma company. I mentioned to him about our encounter at CEIBS and also our enjoyable conversation during the program. I have asked him to look you up on campus if possible.

The AZ program at CEIBS was indeed a very successful event for our distributors and staff. The feedback we got from all participants were very positive both in terms of contents and usefulness to their day to day work. Again I would like to take this opportunity in thanking you in preparing the materials and delivering such impressive lectures to all of us. I do hope that we will have more collaborations in the future.

If you are back to Shanghai, please feel free to look me up. Best wishes for a wonderful upcoming academic year at UW.

With best regards,

Allan Chan

VP, Commercial Operations
AstraZeneca Pharmaceutical Co., Ltd.

EXAMPLES OF ACTUAL PARTICIPANT FEEDBACK

Program Title Banta Corporation
 Business Leadership Skills I
 November 13-18, 2005

Session Leader: **Will Murphy**

	Strongly Agree – 7 -	Agree	Slightly Agree	Neither Agree or Disagree	Slightly Disagree	Disagree	Strongly Disagree -1 -	Total	Average
1. The instructor is knowledgeable about the subject matter.	15	4						19	6.79
2. The instructor demonstrated good presentation skills.	14	2	2					19	6.67
3. The instructor made the program material relevant.	13	6						19	6.68
4. The instructor was sincerely concerned about our learning experience	15	4						19	6.79
5. Overall, the instructor was effective	12	6	1					19	6.58

	ExceededMet.....	Not Met	Total
6. Overall, my expectations were.	11	7	1	19
				N/A

Comments/Suggestions:

- Will gave us a lot of things to think and talk about
- Will was excellent and provided great insight relative to internal and external customer strategies
- I liked having group discussion interspersed through the presentation
- Made it very simple and relevant
- Will was very engaging – good job
- Very effective – more time in this area would have been great
- Very intense speaker- very engaging
- I thought it was excellent. Had good content and tied in BANTA messaging. Would have liked to spend more time on sales and marketing module. Well done for a short time
- Very useful
- Very dynamic and thought provoking. Could tell that he did some homework with Banta before the session



EXAMPLES OF ACTUAL PARTICIPANT FEEDBACK

Programme:	Company Specific Program for AstraZeneca—China Healthcare Overview and Key Account Management	Professor:	Dr. William H. Murphy
Duration:	July 8 th – July 10 th , 2006	Interpreter:	TONG Xin
Venue:	Room 214, AI	Coordinator:	Tanya LIU

INSTRUCTION

Please circle the number representing your opinion. Your evaluation will be kept confidential. 1 = strongly disagree; 5 = strongly agree

33 out of 36 participants responded.

	1	2	3	4	5	average
1. Overall, the course was valuable to me.	0%	0%	3%	21%	76%	4.58
2. Overall, the professor taught the course well.	0%	0%	0%	30%	70%	4.70
3. I learned useful tools/concepts from the classroom.	0%	2%	6%	45%	49%	4.42
4. The readings and other assignments were helpful to my learning.	0%	0%	3%	64%	33%	4.30
5. The professor communicated ideas clearly and coherently.	0%	0%	6%	36%	64%	4.63
6. The professor actively engaged the class in learning.	0%	0%	6%	24%	70%	4.60
7. The professor could answer questions very well.	0%	0%	21%	36%	43%	4.21

In terms of the **course content**, which aspect(s) are most helpful?

- Access KA
- All are very helpful
- Concept and model of management of KA (2)
- Correct working method----Retention-Penetration-Conversion; clear up my mind. Excellent management method; Changing of thinking way
- Concept
- Some useful concept and tools
- Concept of KA management
- Concept and method of KA management
- The moment of Truth (2)

- Access and evaluate of KA; search for opportunity of improvement; establish win-win relationship; become strategic partner
- Identify and get to know about KA
- The situation of national healthcare industry
- How to retain and develop the relationship with KA
- The value that you bring to a relationship is only as good as the credit you get
- Communication with senior-level management
- Always be an elegant swan in front of your KA
- Method of evaluate KA
- KA are well served with the correct resources
- Management of sales skills
- Deep knowledge of market and acquisition of industry information
- Maintains of KA relationship
- Have a clear mind of many basic concept, learn some skills and method of management of KA and know about the relationship between KA management of cooperation strategy
- The conversion from concept to practice
- The concept of KA
- How to successfully manage KA
- Have a systematic thinking logic of KA management
- Know more about Chinese Healthcare Industry background
- The importance of KA
- Have a clear mind of KA management
- Details and “Person” are essential. Seize, wheel and win the opportunity. Importance of cooperation
- Concept

REPRESENTATIVE CLIENTS and PARTICIPANTS

BANTA	National Roofing Contractor Association
AstraZeneca	Dalsin & Son, Inc. (roofing contractor)
Roche	China Life Insurance Company
Novartis	Ping An Insurance Company
3M	Sinochem
Aventis	Bayer Crop Science
Eli Lilly	GlaxoSmithKline
PharmacyOneSource	

Clyde Bergemann Machinery, Shanghai; Tredegar Film Products Company Ltd ; Shanghai Petrochemical Company Ltd ; CVIC Software Engineering Co., Ltd; Black & Decker, China; Xian-Janssen Pharmaceutical Ltd; Strong Foods ; Buick ; Owens Corning ; Shanghai Grasso Refrigeration Equipment Co. ; Henkel Adhesive Company-Shanghai ; Hutchison Optel Telecom Ltd ; Panrico Food Processing Center ; Jiangsu Chenfeng Group Co., Ltd ; Shantou Henkel Adhesives-Beijing ; YunNang Coshine Investment Co., Ltd ; N.S.I.; Wonders Information Co., Ltd ; InterChina Distribution Co., Ltd ; Shanghai Foreign Service Co., Ltd ; China Jinshan Associated Trading Corp; Nantong Teijin Co., Ltd ; Linkage System Integration Co., Ltd ; ABB High Voltage Switchgear Co., Ltd ; Beijing Plus-Gangyan Orthopedic Products; Amphenol Runway Technology Co., Ltd; Sunyard System Engineering Co., Ltd; Brown-Forman Worldwide L.L.C.; Shanghai New Asiatic Pharmaceuticals Co.; Shanghai Hanson; Schering Plough China Ltd; Shanghai Foxboro Company; Hetruth System Ltd ; Brown-Forman Spirits Asia Pacific ; Guang Dong Mobile Telecom Co. Ltd; Bosch Trading Co. Ltd; Huntsman Polyurethanes Co. Ltd; Johns Manville; Osram Fosham Lighting Co. Ltd; Maersk Logistics; Schering; GE Medical Systems China