

## CNM<sup>®</sup> Tools

**CNM<sup>®</sup> Tools** are customer needs management tools which integrate sales and marketing operations with customer value-pursuing behaviors.

These tools have two layers of data.

- The first layer is about traditional hard-and-cold customer and sales information;
- The second layer reflects the soft-and-dynamic customer behavioral data.

**CNM<sup>®</sup> Tools** combine these hard and soft data within the value-exchange framework<sup>1</sup> to gain action insights for customer interaction and management purposes.

**CNM<sup>®</sup> Tools** helps convert exchange behavior knowledge into results-oriented practices of sales organization and accumulate the behavioral data at corporate level for continuous improvement.

### 1. Core Functions of **CNM<sup>®</sup> Tools**

- Customer Networking Management
- Sales Opportunity Management
- CAP (Customized Action Plan) Management
- Competition Management
- Forecasting & Business Planning Management
- Performance Management
- Sales Objectives Management

### 2. Key Values of **CNM<sup>®</sup> Tools**

- Single framework, multiple applications
- Concise language, no misunderstanding
- Key words input, easy-to-use
- Inherent logic to safeguard accurate input
- Insightful outputs, clear action implications
- ABC (activity-based costing) facilitator
- Comprehensive performance pictures, *not just the here and now sales figures*
- Effective internal communications, *no more fluffy speculations*
- Systemized customer knowledge, smooth personnel handovers
- Not just number-crunching exercise in forecasting and business planning, but *breathe life into numbers* with customer behaviors

### 3. Versions of **CNM<sup>®</sup> Tools**

- Server-based software
- Excel working templates

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<sup>1</sup> See "Selling Behavior" or "Exchange Behavior in Selling and Sales Management"