



3SIXTY has in-depth experience in all facets of the corporate travel spectrum, including helping suppliers to better achieve client as well as their own corporate goals

Supplier Services



Providing suppliers with strategic guidance and training for maximum results

One constant about corporate travel management is the need to be flexible as flexibility enables evolution. Through the strength-in-depth of our consultants, 3SIXTY Global is skilled in advising our customers on every facet of the corporate travel spectrum. To put the evolution rule to the test, our experience also lends itself to helping suppliers to better achieve their own corporate goals.

With our team's experience of working as corporate travel agents, travel managers and CIPS qualified buyers; our knowledge and support of the whole market is unrivalled. It is therefore a natural progression to provide services to the industry's key suppliers.

All suppliers provide account management services to their key clients and we understand the need to help improve the all-important client-supplier relationship. While there are a number of generic training courses available to improve the selling skills of account managers, few are tailored specifically to the corporate travel market. That's where 3SIXTY comes in. We deliver a niche training service that focuses primarily on supplier's Strategic Sales and Account Management functions in order to boost commercial success.

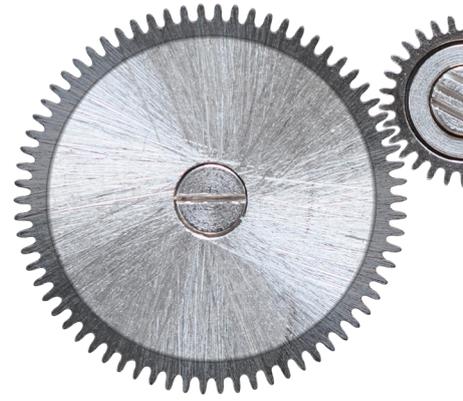
Breaking it down

To fully equip and train account managers with the skills required to develop more commercially-viable accounts, 3SIXTY has partnered with a leading training and development company to provide a range of industry-specific courses aimed at improving the value of account management to both the employer and the client.

A typical agenda for a two-day course encompasses:

- **Clear objectives.** Account Managers will learn skills to develop more commercially-viable accounts while maintaining positive client relationships
- **Learning outcomes.** Improved understanding of the following:
 - The delicate balance between employer and client objectives
 - How to develop the behaviours of effective account managers
 - How to formulate strategic and measurable business plans
 - Identify the drivers for commercial success and understand the importance of thought leadership
- **Recognised course award.** Participants will have the opportunity to gain an endorsed award through the Institute of Leadership and Management (ILM)
- **Follow-up coaching.** A vital ingredient for ongoing success. It is said that without coaching, the applied learning from a given course is as low as 10%. With coaching, this rises to 70%





Benefits for your organisation

- Build a deeper understanding of the client-supplier relationship
- Enhance performance of account managers through formal, bespoke training
- Identify drivers for commercial success
- Create relevant, discernible business plans
- Demonstrate measurable return on investment
- Improve thought leadership to enhance your service offering to the corporate market
- Marketable, endorsed qualification through ILM

Other Supplier Services

In addition to training services to enhance the commercial proficiency of your Sales and Account Management teams, 3SIXTY also offers:

- Strategic Account Management Programmes. 3SIXTY operates in a non-biased and more defined role as an extension of the Travel Management Company.
- Product and Channel to Market Strategy. 3SIXTY offers guidance and tactical planning aimed at improving the whole range of services that suppliers provide to clients.

Your travel, our expertise

3SIXTY Global has the experience to improve how your company operates. If you would like to know more about how we can help provide training aimed at improving the client-supplier relationship, or want to talk to us about other strategies to improve performance, please contact us at enquiries@3sixty-global.com.

3SIXTY Global
Office 404, 4th Floor
Albany House
324/326 Regent Street
London W1B 3HH

t +44 (0)8456 808 360
www.3sixty-global.com

