

Core Process Groups



Process Map Group Definitions



Core Groups	Definition
Lead Management	The process of identifying, nurturing and qualifying a lead to ensure Agility "fit" which is aligned with the overall commercial and sales strategy. The goal is to only to progress strategic fit leads into the prospecting process
Prospecting	The process of assessing and researching potential customers through profiling, engagement, and needs assessment in order to determine if and when Agility will pursue an opportunity with them
Pipeline Management	The process of identifying, developing and managing potential against defined customer requirements and timeframes to maximize the chance of successful conversion to awarded business
Award Management	The management and fulfillment of all internal and external pre-implementation business requirements to ensure effective communication, stakeholder alignment, and business readiness prior to commencing the implementation phase
Implementation	The process of planning and deployment of the designed logistics solution according to the customer requirements to ensure successful execution of the end to end process and the retention of awarded business
Performance Management	The continuous process of measuring, evaluating, and influencing business performance through the capture and analysis of critical activity productivity data against predetermined mutually agreed targets
Relationship Management	The development and execution of the business and customer engagement/retention strategy within a clear and structured framework to build customer support and trust to increase brand loyalty and business growth
Sales Administration	The administration of all direct & indirect sales related activities throughout the end to end sales process to ensure accurate data is captured, recorded, and communicated at the right time and in the right place

BUSINESS DEVELOPMENT

1. Lead Management	2. Prospecting	3. Pipeline Management	4. Award Management	5. Implementation
1.1 Lead Generation	2.1 Customer Profiling	3.1 Opportunity Identification	4.1 Communication	5.1 Systems Integration & IT Platforms
1.2 Lead Qualification	2.2 Customer Engagement	3.2 Opportunity Qualification	4.2 Solution Design Appraisal	5.2 Escalation & Support Process
1.3 Lead Conversion	2.3 Needs & Desires Assessment	3.3 Proposal	4.3 Rate Schedules & Tariffs	5.3 Reporting Structure & Targets
	2.4 Prospect Examination & Appraisal	3.4 Negotiation	4.4 Legal Approvals	5.4 Credit & Billing Process
	2.5 Decision to pursue Opportunity	3.5 Close	4.5 Implementation Planning	5.5 Operational Testing & Trails
				5.6 Stability Assessment
				5.7 Go Live

CUSTOMER & SALES SUPPORT

6. Performance Management	7. Relationship Management	8. Sales Administration
6.1 Customer Performance Appraisal	7.1 Communication & Customer Engagement Strategy	8.1 CRM Updates
6.2 Customer Experience Management	7.2 Business Development Strategy & Plan	8.2 Incentive Program
6.3 Internal Performance Appraisal	7.3 Business Continuity Plan	8.3 Contracts & Rates
6.4. Process Improvement Analysis	7.4 Strategic initiatives	8.4 Expenses
6.5 Analytics & Reporting		8.5 Budget Planning & Forecasting
		8.6 Pivotal Group Calls