



## Collaborative CRM Toolkit

### Working Proposal Sheets

- This toolkit contains tools to support the development and implementation of Collaborative CRM projects
- They are designed to be used as 'Working Proposals' i.e. to help managers summarise, communicate and gain approval for the important steps involved with running a Collaborative CRM project
- Contents
  1. Partner Alignment & Project Objectives
  - 2.1 Segmentation Approach Selection
  - 2.2 Segmentation Selection
  - 2.3 Scorecard
  3. Strategy & Tactics Summary
  4. Implementation
  5. Company Action Planner
  6. Collaborative CRM Budget Planner

**NAME:** .....



Workshop developed by TPG  
for ECR Europe

*Supports the delivery of Collaborative CRM projects using the ECR Europe 4 step process*

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