



PACE
INSTITUTE OF MANAGEMENT

Training Program
CCCO
CHIEF CUSTOMER OFFICER

CCO - CHIEF CUSTOMER OFFICER

What is the ultimate product of a company?

According to Peter Drucker, father of modern business management, the answer is to create customers.

In other words, an enterprise cannot survive without customers. Therefore, in any company, the most important leader who is directly responsible for creating customers is the Chief Customer Officer (CCO).

Usually known as “Sales & Marketing Directors or Managers”, nowadays, heads of sales departments are also entitled “Chief Customer Officer (CCO)”.

The key responsibility of a CCO is to manage an effective customer and sales management system in accordance with the company’s business strategy and the directions set by the CEO. Customer and sales-related activities often include different functions such as marketing, trade marketing, sales and distribution and after-sales services.

Realizing there have been changes in the area of sales and marketing, as well as the business environment of Vietnam, PACE has researched, designed, and compiled a new training program for the CCO.

The CCO has grown into a very important position in a wide variety of businesses. In many companies, the CCO is the next most important position after the CEO. It is also a profession with considerable training and specific professional requirements. Together with a training program for Sales Supervisors, this CCO program aims to contribute to developing a competent, professional force in the business community of Vietnam where one can become a successful business growth leader.

The program’s trainers are experts with strong expertise and experience in sales and marketing, as well as deep insight into the global and local business environments. The influence of our instructors reaches even beyond their PACE classes by advancing the marketing and sales management practices used in the Vietnamese business community.

The complete CCO program is designed to accommodate busy executive schedules with day and evening classes. 04-month and 2.5-month programs are offered for participants’ convenience.



PROGRAM OBJECTIVES



TARGET PARTICIPANTS

- Business Development Directors and other executives in the departments of sales and marketing.
- Sales supervisors at different levels - Area Sales Manager (ASM), Regional Sales Manager (RSM), National Sales manager (NSM), Sales Director (SD), who are working for local and foreign enterprises.
- Executives who wish to become professional Chief Customer Officers (CCO) in the future.

TRAINING OBJECTIVES

After successfully completing this program, participants will:

- To provide core thinking and conceptual tools required for an effective CCO in the integration and globalization process.
- To provide participants with essential knowledge and skills of various components needed for a high-achieving CCO.

TARGET PREREQUISITES

Prospective participants must be at least 22 years old and satisfy at least one of the following requirements:

- University or college diploma (of any major).
- Current or former managers or executives holding important management positions in their companies.
- At least two years of work experience in a certain industry.



PROGRAM OBJECTIVES

After successfully completing this program you will be able to:

- Understand the functional and positioning changes of a CCO.
- Understand the new trend in sales management in the world: a CCO needs to manage not his sales and his sales team only, but also his/her customers.
- Understand the new trend in marketing management in the world: building a trademark doesn't mean polishing products' brand name or executing costly or noisy PR. "A trademark is the outcome and impact of what a company did, does and will do and communicates them well to the society".
- Comprehend the essential thinking and knowledge a CCO must have, such as: building and implementing business strategy, marketing activities, managing sales, building a distribution network, aftersales services management, customer care and managing trade supporting activities.
- Improve the leadership and management in sales & marketing teams to achieve the goals of the sales department and the whole enterprise.

PROGRAM DURATION

Each program includes 90 periods and lasts 04 months for daytime classes or 2.5 months for evening classes.

PROGRAM COMPLETION

Program completion requires taking a final examination. This final evaluation will be assessed as one of the factors for awarding a certificate of completion.



PROGRAM CONTENT



SUBJECTS		Session	Hours
1	Being a Professional CCO	1	3
2	Sales & Marketing Division	2	6
3	Business Strategy	4	12
4	Marketing Management	4	12
5	Sales Management	4	12
6	Customer Care	2	6
7	Sales Coaching	2	6
8	Distribution Channels	2	6
9	Trade Marketing	2	6
10	Laws on Business	2	6
11	Managing Team	2	6
12	Life Management Program (LMP)	2	6
13	Final Exam	1	3
*	Graduation Ceremony	*	*
TOTAL		30	90



PACE Institute of Management (PACE) is a leading school for business leaders and managers in Vietnam. Our mission is *“to contribute to shaping a new business society in Vietnam by developing leadership capacity, professional capability and ethical standards for individuals, organizations and community”*.

To achieve its mission, PACE focuses on the following areas: **Corporate Training, Management Consulting, Book Publishing, and Seminars & Conferences**. In addition, PACE also initiates and manages several ***not-for-profit educational projects*** to actualize our mission in an overall and sufficient way.

Since its inception in 2001, PACE has expanded from solely providing business training to offering a wide range of high-quality programs and many resources and initiatives that expand the knowledge and deepen the skills of Vietnamese business leaders and professionals. To date, **more than 110 training programs** at PACE have been attended by **over 115.000** business leaders, managers and executives from local and foreign enterprises, public and private sectors, officials from central and local State agencies, and leaders from not-for-profit and non-governmental organizations in Vietnam.

In addition, PACE organizes local and international seminars and conferences on economics, business, management, leadership, culture and education. Particularly, in efforts to link the local community with the world’s great minds, PACE has organized international seminars presented by **Prof. Philip Kotler** (Father of Modern Marketing), **Prof. Michael Porter** (Father of Modern Strategy), **Mr. Paul Krugman** (Nobel Laureate in Economics), **Prof. Dave Ulrich** (The world’s most influential person in Human Resource Management), **Prof. Stephen M. R. Covey** (Father of “The Speed of Trust”), and so on. These seminars have brought influential insights from the world-renowned business thinkers to more than 22.000 CEOs, high-level executives, government officials, professionals, and scholars.

Last but not least, PACE also initiates and manages several not-for-profit educational projects. One of the not-for-profit endeavors is the OpenEdu Initiative. With the motto “for Self-Enlightening”, the diverse activities of OpenEdu include IPL Scholarship which offers 100% scholarships to young leaders aged 20-27, GoodBooks.org, Annual Book Awards, OneBook, Talk & Think forums and others. Each of PACE’s activities and non-profit projects plays a collaborative role in broadening and developing the educational and intellectual advancement of leaders across sectors and building opportunities for youth and young professionals to become competent and innovative leaders in Vietnam.

PACE’S GLOBAL PARTNERS

- **FranklinCovey (FC)** is a high-trust global leading organization specializing in leadership development, effectiveness improvement and culture creation. FranklinCovey Vietnam (a Member of PACE) is an exclusive partner of FranklinCovey to deliver FranklinCovey’s world-class training programs and consulting solutions in Vietnam. (www.FranklinCovey.vn).
- **Balanced Scorecard Institute (BSI)** is the world’s leading organization for strategy management and performance management. Balanced Scorecard Vietnam (a Member of PACE) is the only authorized partner of Balanced Scorecard Institute in Vietnam, Laos and Cambodia. (www.BalancedScorecard.vn).
- **Society for Human Resource Management (SHRM)** is the world’s largest HR membership organization devoted to HR professional development and the advancement of standards of HR professionals worldwide. PACE is SHRM’s Exclusive Representative in Vietnam. (<https://shrm.PACE.edu.vn>).

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