

VOCAL™

Vocal is a set of consulting services designed to enhance the customer-supplier relationship

“The difference (with VOCAL) is like night and day. Six months ago we were finger-pointing and arguing about everything. Today, functioning teams are getting things done. The communication is much better and so is the relationship between our companies.”

Senior Vice President, international high technology manufacturing company

“Get VOCAL! offers many practical nuggets of useful advice. Witty, honest and inspiring, this is a digital publication aimed at project and program management professionals and corporate and government leaders and managers alike.”

Petra Goltz, PMP, Programme Manager



What is it about the VOCAL process that caused the senior vice president at a \$22B international high technology company to proclaim that it caused a “difference between night and day” in his effort to improve performance between his company and one of his key suppliers?

In his book, *Get VOCAL! Growing Profits Through Customer-Supplier Relationships*, ©2007, Cisco Systems, Inc., author Larry A. Brown describes VOCAL as a powerful customer-supplier engagement process that transforms an underperforming or difficult relationship into a profitable partnership. Created and proven in actual use by Larry with major customers during his eleven years with Cisco, the VOCAL model has been widely praised by Cisco executives and customers for being a proven way to improve performance, sales and profits.

VOCAL is a model that transforms difficult relationships at the complex and critical juncture between customer and supplier where millions of dollars are at stake and the success or failure of an entire business venture can hang in the balance. It is also an acronym that stands for visibility, ownership, communication, accountability and leadership, the main ingredients that go into making the model a success.

Larry’s digital book provides you with the business rationale as well as the skills to build trust and cooperation, solve problems, and achieve positive results. It features stories from actual customer engagements to show you how to organize and run powerful joint teams, leverage executive co-sponsors and establish a “one-voice, no surprises” communication model, among many other elements. It also provides you a proven seven-step method for planning and implementing the VOCAL process.

Whether you’re a senior executive, manager or individual contributor responsible for, working in or impacted by a customer-supplier relationship, *Get VOCAL! Growing Profits Through Customer Relationships* is a book you’ll want to have at your fingertips.