

OPERATOR COLLABORATION MODEL

Chain Account/Supplier Segmentation &
Joint Business Planning Best Practice Training



INTERNATIONAL
FOODSERVICE
MANUFACTURERS
ASSOCIATION

AGENDA

DECEMBER 8

8:00am	REGISTRATION OPEN
8:30 – 9:00am	SETTING THE STAGE Why change how you work with key chain accounts? We begin by outlining how the changing foodservice environment has created a need for a different approach and why the old buyer-seller transactional approach is no longer relevant.
9:00 – 9:50am	OPERATOR & MANUFACTURER COLLABORATION PERSPECTIVES What does a “great” supplier look like? What does it mean to “collaborate”? Guest speaker Jeff Amoscato, Vice President, Supply Chain & Menu Innovation at Shake Shack will provide his perspectives on these questions and more.
9:50 – 10:05am	BREAK
10:05 – 10:20am	INTRODUCTION TO OPERATOR COLLABORATION MODEL (OCM) OCM is the combination of two best practices – a segmentation model for assessing customer/supplier relationships and choosing where to invest, and a joint business planning model that details a new approach to working collaboratively with chain accounts.
10:20 – 11:50am	THE OCM SEGMENTATION PROCESS Learn the details of IFMA’s segmentation model for selecting partners. This includes training on the Relationship Pyramid, the Relationship Support Matrix that outlines the criteria for evaluating relationships, and the use of the OCM Scorecards. Participate in a series of small group workshops and discussions to evaluate a mock relationship and test out the scorecard.
11:50 – 12:40pm	LUNCH
12:40 – 1:00pm	INTRO TO JOINT BUSINESS PLANING (JBP) The group will reconvene to continue learning about phase II of OCM – Joint Business Planning. We’ll cover the value of JBP, how to approach it, and provide an overview of the process.
1:00 – 2:15pm	DETAILED OVERVIEW OF THE JBP VALUE Learn the approach and tools required to build a great relationship, including what transparency really means and how insights can be used as the fuel for identifying opportunities.
2:15 – 2:30pm	BREAK
2:30 – 3:30pm	DETAILED OVERVIEW OF THE JBP PROCESS We’ll build upon the morning workshops and through small group discussions, learn the JBP best practice process. Learn how to apply this model in your organization and how to build a truly differentiated collaborative plan.
3:30pm	CLOSING REMARKS & ADJOURN