# Formative Exercise 4B

# Strategy, Policies and Procedures

## Instructions

1. From your company strategy document, **make a list** of the Customer Relation Strategy points.
2. **Make a list** of all the Customer Relations Policies and Procedures you have in your company. At each Policy/Procedure, **give a short summary** of how the policy influence your customer relations.

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| **First Attempt** | **Second Attempt** | **Third Attempt** |
| Competent | Not Yet Competent | Competent | Not Yet Competent | Competent | Not Yet Competent |
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