

INTERVIEW # 5

JAN	FEB	MAR	APR	MAY	JUN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
JUL	AUG	SEPT	OCT	NOV	DEC	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		

WALMART ACCOUNT

INTERVIEW W/ BETH HOCHKO

* largest retailer in world

* global contract

* USA POS (discounts)

↳ associates



* program to lower discounts

* centrally managed

* Beth

* other AN countries - Mkt



- China
- Latin America
- Europe

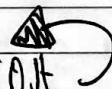
⇒ focus on the events

* Service Specialist

• more closed

• many service issues

• returned purchase issues (OT)



Walmart

↳ quite different

↳ like communication/offer to 1 person

- 1-1 personal relations

↳ often are direct

responsibilities

• a-mos before strike

• re negotiation

• historical travel

• look so that new offer

• make other announce that

Interview #15

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Japan Airlines & British Airways } they are older } if ~~then~~ then contract stopped

Japan / British = have own set of AIU

Japan: Asia
 American: N/S. America } neither flies all to America to Tokyo
 British: Europe } connections
 ↳ still heavily for connections

Walmart → Latin America

↳ always trying to grow
 ↳ also discounts for Latin America
 • contracts

Contracts

• if ever broken
 • AA } provide 30-day notice before
 • corporate customer } breaking contracts

↳ instances

• if corp. offering contract to other company
 • A decides to help B } discounts
 • internally offering

↳ never happens

↳ rental cars

• not part of corp. contract
 • they directly contract

Marketing / sales ⇒ only when need to

↳ new main server ad-noc exists (marketing team member come to your attention)

Interview #5

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Management structure

- a lot better since merger
- work hard, play hard
- work life, balance

↳ direct feel/supported

Negotiation

* 1st sit down w/ corp

- ~~sit down~~ what their desires are
- All = are on contract
- renewal process

↳ talk about current process

↳ what else do they want

use data from 3rd party vendor

* Corporate companies

↳ agencies of record (AOR)

- submits books data to third-party vendor (Prum)

↳ Hill Board

↳ give particular market

- exercise more leverage if going low

↳ a lot of neck-to-neck communication

- internally
- externally } JV come w/ offer, get approval

Competitive

• discounts & customer service

↳ as an account manager

↳ more internal communication → email to email