

# Managing and Developing Key Accounts

## Overview

**This thought provoking two-day workshop focuses on maximising the potential of key accounts that are critical to an organisation's success or failure.**

This workshop covers the key skills required to maximise and maintain your key accounts, including: multiple relationship management, networking and strategic planning.

A strong focus will be placed on relationship building and the skills needed to protect key accounts from competitor attack. Individual coaching, self-appraisal and skills practices will ensure maximum participation and learning.

## Is it right for me?

Key account executives, account managers and those who are progressing into a key account management role, or who have limited experience in managing accounts. Fundamental sales skills are assumed and will not be covered on this course.

## What will I learn?

By the end of this course you will be able to:

- Identify and understand the criteria for key accounts.
- Develop a creative structured and value generating strategic account plan.
- Manage your business relationships to increase your business.
- Understand how to develop a planned approach to increasing business.
- Manage yourself and time more effectively.
- Understand how behaviours affect both you and your clients.
- Identify and overcome barriers in your organisation and your clients that prevent account development.
- Be aware of your own strengths, limitations, motivators and work motivators.
- Identify clearly areas for your future development.

## What will it cover?

Account Management - It's Big Business

- The profile of a key account
- Selling and account management - the difference
- Account manager - your role and responsibilities

Prioritising - Who are the Key Accounts?

- Researching your customer's profile and position
- Investment versus return - get your priorities right
- Assessing your strengths, weaknesses and unique advantages
- Understanding the marketing process and where you fit in

## Planning a Key Account Strategy

- Being clear about the potential of each account
- How to develop a key account over the long-term
- Longer buying cycles and their impact on your sales strategy
- Recognising threats and dealing with them
- Setting specific goals and objectives for each meeting

## Relationship Management

- Understanding the organisational structure of your account
- Influencing and negotiating with multiple contacts
- Identifying cross selling opportunities
- Networking within your account
- Identifying and gaining future sales
- Client centred selling - focusing on the real needs
- How and when to adapt your account management style
- Productive meetings and how to achieve them

## From Relationship to Partnership

- Strengthening the relationship through regular contact
- Alliances across an organisation to maintain preferred supplier status
- Constructing strategic service level agreements

## Developing a Business Plan

- When and how to support presentation
- Effective presentations and the essential skills behind them
- How to ensure large contracts bring in large profits

## Teamwork to Support Key Accounts

- Planning how to support your key accounts
- Identifying and overcoming internal barriers that prevent quality support
- Ensuring all support staff play a key role in servicing your major accounts
- What to expect of your customer service staff