

KEY ACCOUNT MANAGEMENT

THREE DAY RESIDENTIAL PROGRAMME

building business partnerships

Today's Key Account Manager needs a clearly defined, timely and dynamic approach to the planning process not just for the present but especially for the future. This programme offers an insight into the key strategic and operational processes as well as the marketing principles that will enable delegates to understand the importance of getting the strategy right.

Programme Contents

- The Role of a Successful Key Account Manager
- An Introduction to Basic Management Principles
- The Ladder of Goodwill
- Why Customers Buy - Increase/Reduce Theory
- Situational Analysis
- Preparing Your Strategy
- Strategic Thinking and Strategic Planning
- Strategic Goals
- Operational Objectives and How to Achieve Them
- Developing Initiatives
- Implementation, Planning and Account Penetration
- Closing the Gap, Individual Gap Analysis
- Stepping Stones to Implementation
- Measuring Progress Against Objectives
- Gantt Charts
- Responsibility and Involvement Matrix
- Understanding the Marketing Process
- What is Marketing?
- Marketing Mix and Selling
- Some of the Key Initiatives and Principles
- Bringing It All Together
- Managing Buyer Relationships
- How and Why People are Influenced by Different Factors
- Causes of Stress
- What Motivates People
- Designing and Presenting Winning Proposals
- The Benefits of a Well Managed Meeting
- A Meetings Model
- Key Roles
- Use Your Agenda to Your Advantage
- Setting Priorities for Client Meetings
- Case Studies and Syndicate Exercises