

Key Account Management

The Account Manager not only has to manage the sale, but the strategy to optimise client spend and loyalty. As the relationship between provider and client evolves, the expectations of service and product supply continue to increase. The need to develop long-term relationships at all levels within the client's purchasing and user teams (through communication links), together with the ability to understand the client's business and objectives, is no longer desirable, but essential. This course examines all these issues, and looks at the implementation of account management strategy, delivery and measurement.

Who should attend?

New managers who want to learn more about how to manage and develop their chosen/target accounts. This course is also for existing sales people involved in Key Accounts who want to step back from their daily workload and explore different approaches or examine their accounts against a different set of objectives or criteria.

What you will learn

- How to gain entry into the organisation and implement your account strategy
- How to build successful relationships within the organisation
- How to manage multiple relationships
- Negotiating by influence and integrity
- When and how to say "no" within the service cycle
- Measuring and monitoring your service for success

Course Content

- Your role as an Account Manager (Assessing, goal-setting, benchmarking, bridging)
- Understanding the buying cycle
- Identifying the Decision Making Unit (DMU)
- Identifying client expectations
- Identifying and negotiating mutual goals Implementation procedures
- Implementation procedures
- Managing change with your client
- Communication and managing relationships
- Influencing styles
- Providing an effective customer support tree (CST)
- Using MIS to monitor your service and supply

Course Information

Duration: 2 Days

Reference Code: KAM