

## **Account Management**

Helping you get the most, over time, from the vital few Managing and building key account business has never been such a challenge. High customer expectations, aggressive competition, escalating complexity of offerings and relationships - all demands on the account manager, who needs to be equipped with the best skills and approaches to achieve business and professional excellence.

This highly interactive and practical workshop will refine your skills for developing and delivering value for your key accounts and your organisation, whilst giving you robust tools and processes to manage through the complexity of working with key accounts. Out of complexity comes simplicity, and out of that simplicity comes clear focus enabling you to achieve excellence in your role.

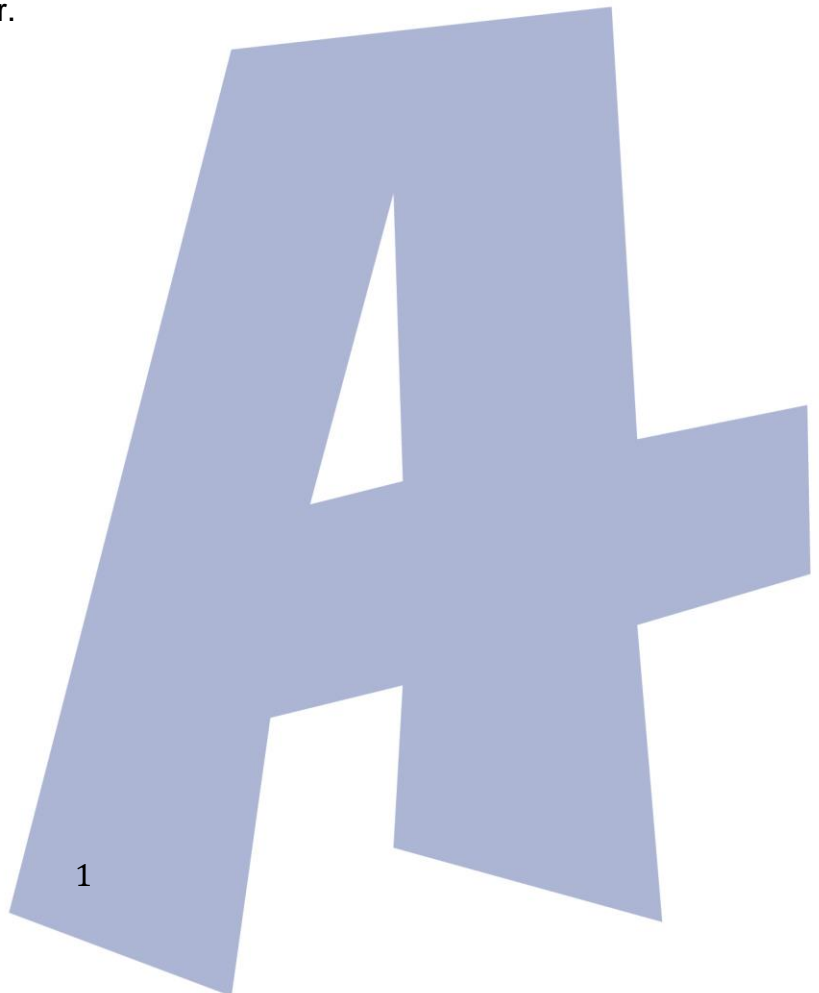
### **Who will the course benefit?**

Key account salespeople who need to plan and grow their key account business. Sales managers leading new or evolving key account teams.

### **Course Objectives:**

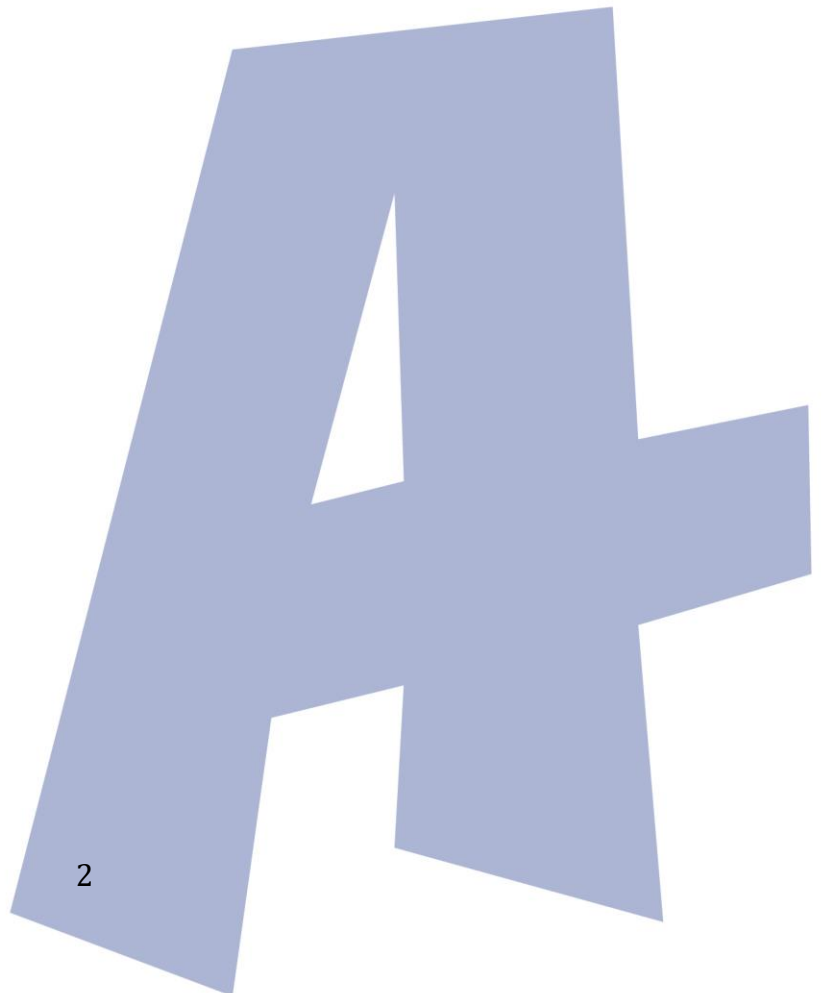
To provide skills, methods, and techniques required to work effectively and confidently as an Account Manager.

**Course Duration:** 2 days



**This course will enable delegates to:**

- Plan a key account strategy and activities
- Select key accounts objectively
- Create value that builds stronger and more profitable relationships for both parties
- Develop multi-level relationships to help protect and grow the account
- Assess critical internal relationships, pivotal to customer delight
- Use situational analysis tools and planning techniques to maximise opportunities and optimise negotiations
- Identify and assess the key knowledge required and the sources of information and resource that will impact on your effectiveness



## **The Role of the Account Manager**

- Measuring personal effectiveness
- From expert to partner
- From maintenance to building

## **The Market Context**

- The customer's challenges
- Customer focus - the new emphasis on key account management
- Customer value
- From commodity to partnership

## **Organising for Key Account Success**

- Assessing long-term business potential
- Where to focus sales effort and resources
- The 360-degree approach
- Building cross-departmental relationships

## **Developing 'Strategic' Relationships**

- Recognising and working with the customer's cultural dynamics
- Moving from 'transactions' to 'relationships'
- Relationship drivers
- Effective positioning
- Building value into the relationship
- Understanding the decision maker's needs
- Win-win - planning and negotiating

## **Building The Account Plan**

- Structuring the account plan
- Situation and gap analysis
- Evaluating your position - strengths and weaknesses
- Using the internet to monitor key accounts and competitors
- Selling the plan internally
- Measuring progress
- Translating the vision into action

## **Major Opportunity Planning**

- The value driven approach
- Competitive strategy
- The win strategy

