

Key Account Management

How many active clients did you have last year? How many will do business with you again this year? How many do we take for granted? How many go elsewhere for services that we offer? Do we operate from our client's perspective or from our own? Now more than ever, building solid foundations with our clients while providing a consistent and proactive approach to retaining their loyalty is vital.

This programme demonstrates how to move from having a client philosophy to having a client retention strategy by developing sustainable, long-term relationships with open dialogues.

What is Involved

This two-day programme combines skills delivery with practical case examples to fully embed the learning and develop individual key account strategies.

- Considerations for the Major Account Relationship
- The Commercial Platform
- A Structured Approach to Relationships
- Managing Multiple Relationships
- Key Accounts in the Virtual Domain
- Contact Strategy
- Networking and Introductions
- Understanding the Buying Sequence
- Strategic and Consultative Conversations
- Primary and Secondary Motivators
- The Key Account Planning Guide
- Gaining Commitment
- Preparation and Planning

Who Is It For?

This programme is designed exclusively for sales professionals who are managing high-value relationships within an organisation's key accounts. The session supports the required shift in mindset to becoming a professional relationship manager, while also enhancing skillsets for spotting sales opportunities within the existing client-base.

Outcomes

This energising programme equips participants with the skills and tools to develop and implement detailed and dynamic account strategies.

- Recognising key account clients
- Developing a key account strategic plan
- Identifying potential opportunities with clients
- Developing an effective internal network to support key accounts