



## Key Account Management Overview

### Who would benefit?

This course is aimed at those who are new or have limited experience in Key Account Management.

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.

### Objective

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 your time more effectively.
- Understand how behaviours affect both you and your clients.
- Complete key documentation that supports account development
- Be aware of your own strengths, limitations, motivators and work motivators.
- Identify clearly areas for your future development.

### Content

- 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
  - Developing and maintaining key accounts in tough market conditions



4D Training

- Relationship Management
  - Understanding the organisational structure of your account
  - Influencing and negotiating with multiple contacts
  - Identifying cross selling opportunities
  - 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
  - Understanding buyers' needs and objectives
  
- Developing a Business Plan
  - When and how to support presentations
  - Effective presentations and the essential skills behind them
  - How to ensure large contracts bring in large profits
  - Using added value to reduce the needs for price cutting
  
- Developing a Personal Development Plan
  - Assessing your needs for future development

### **Duration**

Two days