

KEY ACCOUNT MANAGEMENT

Key focus

1. Complete a successful transition into the key account manager's role.
2. Construct and implement clear strategic plans to consolidate their key account relationships and gain valuable new and repeat business.
3. Use the marketing mix and the key account knowledge to correctly position your solutions.
4. Recognize and deal effectively with competitor threats.
5. Use effective skills to persuade and motivate the key buyers, influencers and decision-makers.
6. Select the most appropriate approach to secure increased and profitable business from the key accounts.
7. Develop strong personal links with all the key individuals in their major accounts and turn relationships into long-term partnerships.
8. Respect, reassure and motivate the key personnel charged with servicing and Supporting your major accounts.

Who will benefit

This course is suitable for all Key account executives, account managers and those who are progressing into a key account management role, or who have limited experience in managing accounts.

Methodology

Lecture, Case studies, Role play, and CD clips

Take The Next Step

Day one

1. Account Management - It's Big Business

- ▶ The profiles of a key account
- ▶ Selling and account management - the difference
- ▶ Account manager - your role and responsibilities
- ▶ Prioritizing - Who are the Key Accounts?

0900-1030

Morning tea break

1030-1045

2. Research your Customers Profile and Position

- ▶ Investment versus return - get your priorities right
- ▶ Assess your strengths, weaknesses and unique advantages
- ▶ Understand the marketing process and where you fit in

1045-1300

3. Planning a Key Account Strategy

- ▶ Be 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
- ▶ Recognizing threats and dealing with them
- ▶ Setting specific goals and objectives for each meeting

Lunch

1300-1400

4. Relationship Management

- ▶ Understanding the organizational structure of your account
- ▶ Influencing and negotiating with multiple contacts
- ▶ Identifying cross selling opportunities
- ▶ Networking within your account

1400-1530

Afternoon tea break

1530-1545

- ▶ Identifying and gaining future sales
- ▶ Client centered selling - focus on the real needs
- ▶ How and when to adapt your account management style
- ▶ Productive meetings and how to achieve them

1545-1700

Take The Next Step

Day two

5. From Relationship to Partnership

- ▶ Strengthening the relationship through regular contact
- ▶ Alliances across an organization to maintain preferred supplier status
- ▶ Constructing strategic service level agreements

0900-1030

Morning tea break

1030-1045

6. Developing the Business

- ▶ Tenders and how to respond to them
- ▶ The essentials of effective proposals
- ▶ When and how to use a team presentation
- ▶ Effective presentations and the essential skills behind them
- ▶ How to ensure large contracts bring in large profits

1045-1300

Lunch

1300-1400

7. Teamwork to Support Key Accounts

- ▶ Planning how to support your key accounts
- ▶ Identifying and overcoming internal barriers that prevent quality support
- ▶ Ensuring all support staff play a key role in servicing your major accounts

1400-1530

Afternoon tea break

1530-1545

- ▶ What to expect of customer service staff
- ▶ Motivating staff within a positive team culture

1545-1700

Take The Next Step