

Key Account Management

Suitable For:

- Those involved in account management
- Those involved in business development
- Those involved in customer service functions
- Sales managers
- Sales team leaders
- Product managers

Course Content:

- Pro-active key account management
- Maximising business opportunities
- Profiling customers
- Capitalising on market intelligence
- Creating and maximising opportunities
- Driving key account value
- Recognising problems in the selling process
- Managing relationships
- Becoming a trusted advisor
- Influencing customer thinking and behaviour
- Establishing delivery impact measures
- Impact measurement process flow to gather information
- Using impact measurement to create key account management relationships

Aims and Objectives:

- Manage and prioritise key account activity to maximise operational efficiency
- Understand the need to profile customers, establish key account strategies and prioritise key account opportunities
- Recognise the signs of objections early in the selling process
- Manage customer objections, especially when they say 'No'
- Manage key account relationships
- Understand why becoming a trusted advisor to a key account is pivotal to success
- Influence customer thinking and behaviour and add value to the key account relationship
- Capitalise on market intelligence
- Use techniques to establish and influence customer impact measures
- How to use impact measurement to create long term key account relationships

Course Duration:	1 day	Max no. of Delegates:	Max 20
Exam:	No	Location:	Stowan Training Centre

Certification

Stowan & Cygnus Consulting Certificate

