

Key Account & Client Management training - 1 day

This Account Management training course provides delegates with the knowledge to effectively identify and actively manage key accounts to maximize sales opportunities.

During this Account Management training course, delegates will learn how to buy into the concept of Account Management and understand the benefits to you and your organization.

What makes the larger account more difficult is that it needs to be 'managed'. This means thinking 'strategies' rather than 'tactics'. An important factor is that it does not necessarily take ten times as much effort to get an order worth RS. 100,000+ as it does to get an order worth RS. 10,000. But there will be less large prospects than small ones, so making sure you win business and do not come a "good second" is important.

Account & Client Management Training Course Content

What is a key account? What is management?

Identify what is meant by the terms and discuss the issues in broad terms. 'The Pareto Principle'

The Buying Model

Buying psychology -Why do people buy?

Identifying key contacts

Buyers and influencers

Collecting and managing data and intelligence

What do we need to know and how do we use it?
Keeping data updated and secure.

Contact schedules

Maintaining regular contact

Gate keepers

How do we work with receptionist and secretaries? 'The gate keepers'

Customer Audits

Feedback from customers

Relationship selling

What interpersonal skills do we need?

Method

An interactive workshop focusing on issues relevant to the delegates' world of work.