

Managing and Developing Key Accounts

OVERVIEW

Course duration: 2 days.

This practical 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. Self-appraisal and practical exercises will ensure maximum participation and learning. Delegates will leave the course with strategy planning documents on a USB drive.

IS IT RIGHT FOR ME?

This two-day programme has been designed for experienced sales people who are taking responsibility for key accounts within their company. It is not suitable for Key Account Managers with more than two to three years' experience in their role.

What will I learn?

By the end of this course you will be able to:

- Identify and understand the criteria for key accounts, relative to your company.
- Begin to construct a strategic account plan.
- Manage your business relationships to increase your business.
- Manage yourself and your time more effectively.
- Revisit the business critical communication skills necessary for Key Account Management.
- Understand how behaviours affect both you and your clients.
- Complete key documentation that supports account development.
- Be aware of your own motivational drivers and behavioural techniques so that you create powerful perceptions.
- Present yourself and your offering powerfully and succinctly to senior key account influencers.
- Build your personal action plan of things you will do differently.

WHAT WILL IT COVER?

Key Account Management - It's Big Business

- Identify what a key account is with reference to your specific business
- Selling and account management - the difference
- Key account manager - your role and responsibilities
- Knowledge, skills and attitudes you require to be an effective key account manager

Prioritising - Who are the Key Accounts?

- Researching your customer's profile and position: tools to obtain the sales intelligence you need, in order to maximise business with that account
- Investment versus return - get your priorities right
- Assessing your strengths, weaknesses and unique advantages

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

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: how to conclude business with the wide range of contacts you will meet
- Creating flexibility in your approach using different communication styles
- Alliances across an organisation to maintain preferred supplier status
- Understanding buyers' needs and objectives

Developing a Personal Development Plan

- Assessing your actions for future development