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TRAINING

## Key Account Management

**Duration:** 2 days

**Price:** £695 + vat

### Prerequisites

There are no prerequisites for this course

### Testimonials

*"The Key Account Management Training course was really relevant. The trainer related everything back to each of us and made sure we were understanding what he was saying"*  
**Harriet Mackenzie - Babyface Designs**

Our Key Account Management training course you will teach you strategies for getting the attention of decision makers and start winning more business now!

Most companies are operating in an increasingly crowded market space. For most reducing prices to compete is simply not an option as survival in today's market place is dependant on many more elements than price alone.

You have to be able to differentiate yourself and your products and services to survive. In a message overloaded market place your messages have to cut through. If you can't compel, you won't sell. Learn how to influence your prospects and how to win and retain Key Account business.

### Objectives

Delegates attending this Key Account Management training course will:

- Learn how to grow your sales volumes and Key Account business quickly and effectively
- Learn what really counts in the sales process and understand how Key Account decision makers are motivated to make their decisions
- Understand the importance of personal as well as product/service differentiation and win the business
- Develop strategies for managing "difficult" and "demanding" clients behaviour
- Learn how to engage and compel your key customers to buy from you
- Learn techniques to influence and persuade

### Course Content

#### What is a Key Account?

- Targeting and identifying your market place
- The elements of persuasion
- Creating compelling communications
- Differentiating your offer

#### The Buying Model

- Buying psychology –what influences the buying process?
- Short and long term buying cycles
- Decision making processes
- Identifying and satisfying objective and subjective needs

continued...

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### Related Courses

**Negotiation Skills:** 2 days

**Sales Management:** 2 days

**Telephone Sales:** 1 day

**Sales Training:** 2 days

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## Key Account Management (continued)

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### Building Value

- What is added value and why is this so often confused with reducing margins?
- Identifying value drivers

### Securing Appointments

- What to do what to say
- Managing nerves
- Dealing with gatekeepers and blockers

### Maintaining Client Engagement

- The fact is that many decisions take months to nurture- learn how to manage contact cycles creatively
- CRM template development

### Negotiation

- What is negotiation and why is a state of non-negotiation so often confused with buying signals?
- Trial closing
- Establishing the ground rules
- What to do when negotiations stall or break down

### Relationship Selling

- What interpersonal skills do we need?
- The elements of successful relationships
- How to nurture profitable relationships

### Customer Audits and Referrals

- Networking and gaining referrals and introductions
- Securing feedback and further insights
- Gaining more business via problem solving

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