

Key Account Management

Learn how to grow your sales volumes and Key Account business quickly and effectively. This 2-day Key Account Management training course delivers step-by-step strategies for getting the attention of decision makers and start winning more business now!

Objective

Delegates attending this 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

Details

Duration: 1 Day

Who is this course for

Account managers, customer relations professionals, sales managers, sales team members and anyone who wants to grow sales by developing relationships with key accounts.

Course Content

- The Critical Decision, What Level of Relationship do we Want?
- A Model that Objectively Identifies the Key Account and the Effective Strategy
- How to Develop Lock-in Strategies?
- Issues to Manage within your Organisation
- Developing the Plan to Influence Others Both Inside and Outside the Account

- Measuring the Tangible Perceptions of Key Players
- Prioritising Key Accounts
- Methodology for the Key Account
- Customer Value and Differentiation
- Traditional Selling vs KAM Development

