ACCOUNT MANAGEMENT

DURATION

2 Days

OVERVIEW

Key account management and the development of key accounts are critical to an organization's success or failure. The larger order or longer-term contract can smooth out cash flow and create significant profit potential. Multiple relationship management, networking, strategic planning, & effective negotiation are all crucial skills to maximize and maintain the potential of key accounts. Management of your key accounts cannot be left to chance or the potential consequences could be disastrous. Developing strategic account management techniques and key account managers should therefore be a priority in ensuring you not only protect existing clients from competitive attack but also more significantly build long and sustainable relationships resulting in excellent customer retention, improved sales, increasing margins and ongoing customer loyalty. Understanding and practicing key account management principles is essential for the long-term viability of any organization faced with a fast moving and competitive environment. Equally important is the identification and strategic implementation of KAM principles in target accounts.

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SALES & MARKETING PROGRAMS

KEY MODULES

- What Is Sales Account Management?
  - Account Management Strategies
  - Situational Analysis
  - Developing Major Account Strategies
  - Strategy Matrix
  - Planning GAP Analysis
- Selling in the competitive Environment:
  - The Competitive Environment Scanning
  - SWOT
  - PESTLE
  - Analyzing Where You Are Now
  - Where You Want To Be: The Positioning Statement
  - Who Are The People You Need To Influence?
  - Analyzing the competitive forces
  - How do you and the competition rate in the mind of the customer?
- Understanding Customer Needs
- Knowing Our Key Accounts
  - The Client Needs Pyramid
  - Hierarchy Of Client Needs
  - Defining Customer Needs
  - Asking The Right Questions
  - Ways To Identify Customer Needs & Expectations
  - Managing Expectations
  - Taking Ownership
- Customer Needs & Marketing
  - What Is Marketing?
  - Marketing & Selling
  - The Marketing Mix Framework
  - Product Life Cycle
  - Bringing It All Together
  - Unique Selling Points (USPs)
- Acquisition and retention Strategies and Tactics:
  - The start and end of the customer lifecycle: Acquire- Serve- Grow- Retain
  - Acquire the right customers
  - Serve them well
  - Grow your Business with them
  - Retain only the Right Customer (the profitable customers)
  - Why some accounts are not managed equally
- Building Best Relationships
- Building A Partnership
- Knowing How To Develop Relationships
- Celebrating Success
- Meetings With Clients
  - Preparing For Meetings
  - Using The Agenda To Your Advantage
  - Key Items To Be Covered In Account Meetings

- Proposals
    - Designing & Presenting Winning Proposals
- Staying Motivated
- Your Way Forward
    - Developing Your Potential
    - The Right Mental Attitude
- Knowledge for Cash Activity
- Individual Action Plan

LEARNING OUTCOMES

- Consider the changing role of the Account Manager
- Examine proven practice in the development of sales that depends upon creating effective business partnerships
- Use techniques for achieving account goals and objectives
- Understand the strategic processes and operational objectives which lead to increased account penetration and maximum profit
- Develop a broader understanding of how people behave and the impact on buying decisions
- Understand how to handle an account meeting and the negotiations within it
- Apply clearly defined, timely, and dynamic approach to the planning process, not just for the present, but especially for the future
- Comprehend key strategic and operational processes, as well as the marketing principles
- Utilize techniques for building the best relationships with Key Accounts