

Marketing to and Managing Major Accounts



Major accounts are different and need to be treated as individuals. Their sales, marketing and customer service strategies need to be designed to meet their specific needs. Knowing what it will take to win and maintain long-term profitable relationships with your largest customers and prospects takes skill, the correct behaviour and planning. This course covers the essentials to enable you to:

- Define the major accounts worth winning
- Understand the potential in major accounts
- Increase your share of that potential
- Select appropriate penetration and entry tactics
- Create value-added marketing programmes
- Manage the geographic complexity of major accounts

Who Will Benefit?

Sales and Marketing professionals working with major accounts

Course Outline

- The value of a major account management programme
- Classifying major accounts
- Causes of failure
- The major accounts team, their roles, responsibilities and authorities
- Types of teams
- Multi-level decision making
- Analysing the current situation and defining the future
- Understanding and applying commercial information
- Taking a view from the client's perspective
- Creating a strategic plan and setting client specific objectives
- Deciding where major impact can be made
- Deploying resources to achieve 'client value add' gains
- Prioritising, measuring and managing progress
- The 'competition' and the effect they have on your strategy
- Implementing the account management programme
- Gaining internal support across departments
- On-going communication best practices

Duration

2 Days

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