

# Managing and Developing Key Accounts



Developing new business is important, but maintaining and managing the key accounts you have is even more so. Managing key and major accounts, to maximise their potential, requires a specific set of skills that differs from traditional selling. Relationships become alliances and partnerships, where both customer and supplier achieve their objectives. Contact through communication links is established with multiple contacts from both parties so that the client's business and objectives can be understood. This course looks at:

- The difference between selling and account management
- Gaining multiple entry into the organisation
- Managing multiple relationships
- Planning and negotiating a major account strategy
- The 'service cycle'
- Behaviour and attitudes of a key account manager
- Setting objectives

## Who Will Benefit?

Account managers, national account managers, account directors, marketing managers, regional managers and senior sales support staff.

## Course Outline

- Selling, account management and your role
- Understanding the day to day and long term responsibilities of a key account manager
- Identifying and influencing the decision-making unit
- Develop entry and account penetration strategies
- Understanding customer expectations
- Consultative selling techniques to build rapport and trust
- Analysing accounts for opportunities
- Negotiating mutual objectives
- Managing change
- Communication styles for managing multiple relationships
- Influencing styles
- The customer support tree (CST)
- Create value-added strategies for each account
- Handle problems effectively

## Duration

2 Days

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