

Improved Key Account Management

Building sustainable relationships with strategic accounts

Target audience

- National or international sales directors in charge of large accounts
- Sales engineers or Key Account Managers
- Sales managers

Pre-requisites

- There are no pre-requisites for this course

Objectives

- Clarify your job scope
- Build a toolbox to be in command of every aspect of your job
- Solve the main issues you have to deal with on the job
- Roll out an action plan to manage your accounts efficiently

On-the-job benefits

- An in-depth grasp of every aspect of your mission
- A comprehensive and effective approach covering every role your function entails
- Self-confidence and expertise to serve your customers in a strategic consulting capacity

Benefits for the company

- Optimise strategic account management organisation
- Show the value you can create and gain an edge in fiercely competitive markets
- Build long-term partnerships with strategic accounts
- Secure turnover by nurturing loyalty on the part of a key function for the company

Special features of this course

The Key Account Manager's four key roles



1] Managing knowledge:

- Assessing
- Analysing
- Synthesising

2] Managing relationships:

- Identifying the key stakeholders
- Building networks effectively and efficiently

3] Managing business:

- Sharpening your competitive edge
- Creating shared value
- Building your Account Business Plans

4] Managing projects and teams:

- Steering and communicating
- Motivating and rolling out

