

"Master-Classes" in Sales and Marketing Skills**KEY ACCOUNT DEVELOPMENT**

A Two-Day Programme

Programme Objectives

The emphasis of this programme is on managing and developing major accounts to maximise their business potential.

The programme concentrates on expanding existing levels of contact and on exploring the dynamics and economics of customer loyalty. Delegates will be able to recognize a customer's changing needs and utilise sales techniques that enhance the salesperson's status and credibility, developing that special relationship with key decision influencers within key accounts.

Emphasis is placed on working together in partnership to provide real benefits to clients by developing and implementing key account marketing plans.

Techniques of mobilising your company resources to meet client needs will be reinforced.

Specific objectives for the programme are:

- To enable delegates to improve their skills at account development and management of key accounts.
- To understand the role of the Account Manager to provide the key point of access to your company's service and resources.
- To be able to develop key account plans to develop more business.
- To ensure that accounts are supported by all company personnel so as to maximize client contacts and account penetration.
- To enable delegates to hone their client management skills through discussions and a series of participative exercises.

Who is this Programme for?

Experienced salespeople and managers responsible for gaining new major accounts or managing existing key business.

Programme Contents

- . Key Account Management – What is it?
- . How do we target a Key Account?
 - . Market sectors
 - . No of Employees
 - . Current % Uptake
- . What makes a good Account Manager?
 - . Knowledge, Skills, Attitude
- . Client Relationships

- . Developing a Strategy
 - . What is our existing level of contact?
 - . Who should we approach/contact
 - . Buyers Roles
- . Communication Techniques
 - . Analysing Potential Needs
 - . Recognising Opportunities
 - . Building the Questioning Portfolio
- . Key Account Profiles
 - . What Information should we keep?
- . Presenting the Sales Case
 - . Your company's Unique Benefits
 - . Business and Personal Needs
 - . Costing the Benefits
- . Competitive Analysis
 - . Building a Competitive Matrix
- . Key Account Penetration
 - . Marketing as a Function
 - . Product Life Cycles
 - . The Boston Grid
- . Situational Analysis
 - . SMART Objectives
 - . Vision Statements for Accounts
- . Marketing Plans
 - . Audits
 - . SWOT Analysis
 - . Assumptions
 - . Objectives
 - . Setting Strategies
- . Presenting the Plan
- . Self Improvement Plans for the Future

