

# THE IN-HOUSE TRAINING COMPANY

## Account Management

*Learn how to successfully develop relationships with your accounts*

### Overview

Successful account management requires time and investment to achieve high levels of customer satisfaction and develop new business opportunities. Ensuring you are equipped with the right tools to approach every customer interaction in a structured way will help you have productive relationships with your clients. Whether you're new to account management or experienced in business development and looking to expand your skillset, understanding how you can maximise customer relationships will be key to your success.

We have developed this programme to be practical, fun and interactive. Participants will have the opportunity to learn and practice a number of key skills that will see successful results, and are encouraged to bring real life examples to the course so that learning can be translated to real world scenarios.

### Workshop objectives

This course will help participants:

- Learn how to plan growth and increase revenue from existing accounts
- Develop skills to build and develop essential relationships to increase value and visibility
- Learn how best to create loyalty and customer satisfaction
- Identify how to set account targets and development plan for building contacts and cross-selling
- Develop persuasion and influencing skills to better define needs and develop opportunities
- Learn how to add value at all stages; plus gaining competitive advantage
- Develop an up-selling, cross-selling strategy

### Who should attend?

This practical and interactive course is suitable for aspiring, new and experienced account managers looking to advance to the next level in their career.

### Course format

A practical and engaging one-day session for a maximum group size of 12. There are lots of different activities throughout the day where participants will have the opportunity to put learning into practice.

### Special features

The majority of the training we deliver is either tailored or completely bespoke. This workshop can therefore be delivered entirely as advertised, or it can be tailored to your particular requirements, or we

can simply take it as a starting point for a conversation with you before we draft a completely bespoke programme for you – the choice is yours.

### **Expert trainer**

**Graham** specialises in providing high-quality consultancy, coaching and training in sales and business development, sales management, customer service and personal productivity. Over the last twenty years he has personally trained or coached over 30,000 business professionals. He is a member of the International Institute of Coaching and a qualified NLP Master Trainer.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others.

Some of the most popular areas in which he supports his clients are:

- Better business writing skills, including reports, bid writing, and technical manuals
- Value-added and consultative selling
- Presentation skills for managers and professionals
- Managing challenging client conversations / assertiveness
- Customer service skills
- Key account management
- Commercial negotiation skills and commercial awareness
- Time management (based on his book, *Working Smarter*)
- Sales prospecting and appointment making
- Management and leadership skills – coaching, team building, leadership style

Graham has written over twenty books, published in several different countries, including *Working Smarter*, *Companies don't succeed – people do!*, *Customer Relationship Management*, *Sales Training Games*, *90 Brain-teasers for Trainers*, and *Telephone Tactics*.

Known internationally as both a trainer/coach and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from programme participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

'Extremely well presented and structured'

'A very intensive course and a lot of concrete tools provided.'

'Very good... contained everything we do on a regular basis and problems we have come across... the exercises made it very interesting too.'

## **Workshop outline**

### **1 Performance metrics for account management**

- Introduction to the PROFIT account management model
- Using practical tools to measure account performance and success
- Planning your account strategy – red flags and green lights

### **2 Relationships for account management**

- How to build and manage key relationships
- Producing a 'relationship matrix'
- Developing a coach or advocate

### **3 Setting objectives for your account**

- Developing an upselling cross-selling strategy
- Setting jointly agreed goals, objectives and business plans
- Planning session

### **4 Feedback and Retention – building loyal and satisfied customers**

- How to monitor and track your customer's satisfaction
- Building a personalised satisfaction matrix
- Customer service review meetings

### **5 Influence**

- Getting your message and strategy across to C-level contacts
- Being able to better develop a business partnership within an account

**6 Teamwork and time management**

- Working with others to achieve your account goals
- Managing and working with a virtual team
- Managing your time and accounts effectively

**7 Gaining commitment and closing the sale**

- Knowing when to close for commitment
- How to ask for commitment professionally and effectively
- Key negotiation skills around the closing process – getting to 'yes'
- Checklist of closing and negotiation skills
- Practice session

**Any questions?**

**Please just give us a call on 01582 463463 – we're here to help!**  
**Or visit [www.theinhousetrainingcompany.com](http://www.theinhousetrainingcompany.com)**