THE IN-HOUSE TRAINING COMPANY

Account management essentials

Overview

Maximising the relationship and sales potential of each active account is key to the sustainability of any business relying on repeatable custom.

In this workshop we start by looking at key techniques for analysing the profitability and development opportunities for different clients before deciding upon the strategy and skills needed for moving the relationship to that of trusted adviser and partner.

By understanding and creating the need we can use our influencing skills to harness any sales development potential. By creating the habit of explaining our ideas in a way that also meets the need of the other party we help everybody make the right decisions for them.

Learning objectives

This course will help participants:

- Assess the sales profitability and potential of existing key accounts
- Prioritise where time and energy is directed for maximum profitability
- Understand the key players in the decision making unit
- Create a strategic plan for the development of each client target
- Develop proactive sales consultancy skills
- Learn advanced communication and influencing techniques

Who should attend?

This motivational and practical course is suitable for sales people at all levels who are responsible for maximising the profitability and sustainability of each key account. It is also ideal for any sales support people who also interact and serve these key customers.

Course format

A very practical, interactive one-day session ideally for a maximum group size of 12. There are lots of different activities throughout the day where participants can practice their own influencing skills with their peers.

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

An enthusiastic developer of people, **Scott** has been working as a sales trainer and coach since 1996. Operating from a solid foundation of over 20 years in retail banking, Scott has worked independently and also as an associate since 2000. Whilst working for NatWest he undertook a number of sales-related roles including Mortgage Advisor, Graduate Account Relationship Manager, FOCUS Sales Manager and Sales Coach in the London-based call centres. He also worked at NatWest's prestigious residential training college working with sales teams within the business. One of his specialist areas is telephone sales and particularly telephone sales coaching, which involves him in providing live coaching while sales people call their customers. As someone who is passionate about sales through a customer-centred approach, Scott brings real feeling to his training and coaching sessions.

Scott has delivered sales training and coaching to numerous clients (eg, Xerox, HMV, Waterstones, NatWest, WF Senate Electrical, Denmans Electrical, Gewiss Electrical, Software Europe, Solopress, Stihl UK, Bishop Grosseteste University, University of Lincoln, University of Surrey, Avtura, Acton Training Centre, Hall & Partners, InShops Retail Centres, Johnson & Wales University (Miami), Costa Cruises, EDF, sofa.com, SoleTrader, etc, etc) in a diverse range of sectors, particularly retail, wholesaling and hospitality, but also encompassing finance, training, market research, vehicle repair, airline operations, printing, steel fabrication, roofing, software design, universities, etc, etc. Scott is a qualified NLP Master Practitioner and DISC Profiling Practitioner.

Workshop outline

1 What makes an effective account manager?

- The difference between order taking and account management
- How do you define a key account in your business?
- Why should existing customers remain with your company?
- How do you compare to the competition?

2 How do I prioritise my account management activity?

- Use practical tools to help you assess revenue potential
- Analyse the investment required versus the return on your time
- Create a SWOT analysis on your clients – Strengths, Weaknesses, Opportunities & Threats
- Appreciate how this knowledge will improve your sales development

3 Planning strategies for each account

- Create a list of priority accounts and activities
- Learn how to develop a long-term and sustainable relationship

- Discover how they make their purchasing decisions
- Research the make-up of the decision making unit for each client

4 Learning and utilising the six principles of influence

- Learn the secrets these principles offer sales people
- Discover how these principles will work for you
- Create an influencing strategy for influencers within the client
- Learn new habits of influence

5 Proactive sales skills

- Plan proactive sales meetings for key accounts
- Set primary and secondary objectives for every touch point with the customer
- Structure sales meetings for maximum effectiveness
- Help the customer commit and achieve their objectives

6 Putting it into practice

- Discuss real scenarios to plan for putting these skills into practice
- Share common issues with fellow sales people
- Create a personal development plan

Any questions?

Please just give us a call on 01582 463463 – we're here to help!
Or visit www.theinhousetrainingcompany.com