

THE IN-HOUSE TRAINING COMPANY

Key account management

PROFIT – the key to key account management!

Overview

This programme has a simple objective: to help a sales team create and implement a comprehensive account development plan.

If you want to earn strategic partner or preferred supplier status with your clients and customers then you need to add value to their business, consistently, and you can only do this if you have a plan – a key account management plan.

This is a very practical two-day programme in which a sales team can:

- Gain a deeper insight into their customer's business
- Analyse the strengths and weaknesses of their client and customer relationships
- Develop a one- to two-year strategy for developing each account

Workshop objectives

This programme will help participants:

- Discover opportunities – through a deeper understanding of the customer's business
- Develop partnership – through a better 'value proposition' for the customer
- Increase repeat business – based on higher customer satisfaction
- Improve synergy – by getting everyone to 'sing from the same hymn sheet'
- Develop a collaborative account plan – validated by the customer and their own management
- Secure resources – management will align resources to execute soundly based account plans
- Win an increased share of 'customer wallet' – through systematic account development

Who should attend?

This powerful and practical course is suitable for sales professionals at all levels. It allows the more experienced and successful a chance to further develop and refine their skills and knowledge when account planning while giving the less experienced vital foundation skills and practical short-cuts.

Format

A very practical, interactive two-day session for a maximum group size of 16.

The style is very facilitative and learner-centred, taking into account the needs and preferences of the group on the day whilst at the same time delivering the programme as agreed with the client in order to meet the specified learning objectives.

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. As a rule, there is no additional charge for this service.

Expert trainer

Tim is passionate about helping people achieve greater results in business, specifically in business-to-business sales. His sales and sales management career has now spanned over three decades. He began his sales career in the pharmaceutical sector and since starting his own independent sales training and management consultancy some twenty years ago he has worked with a wide range of other sectors as well, including IT, telecoms, financial services, hospitality, automotive, business services, etc, etc, delivering training in more than 20 different countries around the world, for clients such as Vodafone, Hilton, IBM, Marriott, Nokia, Motorola, Orange, Halifax, Auditel, HSBC, Standard and Poor's, Daimler Chrysler, Wyeth Biotechnology, Johnson & Johnson, etc, etc.

He spent 15 years as an Authorized Independent Sales Consultant for Miller Heiman, a highly respected global sales consultancy specialising in sales management sales processes and methodologies. Tim is also a certified NLP Master Practitioner and runs courses in Neuro-Linguistic Programming, focusing very much on the practical applications of the discipline in today's business environment. He was one of the trainers involved in the first NLP Practitioner Course for Henley Management College.

Tim is widely regarded as a leading authority on sales techniques, particularly complex B2B selling, and has been a judge at the prestigious UK National Sales Awards. He contributed to the government-sponsored body, the MSSSB, involved in setting national standards for sales throughout the UK. He is also a certified training provider for the ISMM, providing courses in sales and management up to degree level.

See what people have said about Tim's training:

'The best presenter I have experienced in my 25 working years'

'Tim is an excellent trainer with a vast knowledge, which is conveyed in a very engaging manner'

'Tim was very good – I enjoyed his teaching methods, he knew a lot and gave many useful pointers and I would recommend him in future'

'Very helpful and worthwhile experience'

'Really looking forward to being in contact with Tim with any questions or help I might need – exceptionally valuable'

'Best sales training I have ever attended – gave so much value – takes things to the next level – Tim is amazing'

Workshop outline

1 The six principles of strategic account development

- Introduction to the PROFIT account development model:
 - Performance
 - Relationships
 - Objectives and goals
 - Feedback
 - Integration
 - Teamwork
- Practical account development strategies: overview and case studies

2 Performance

- Use practical tools to help you manage and measure account performance and success
- Design and build a monthly account dashboard for all sizes of account
- Prioritise and manage accounts and customers pro-actively and successfully, using proven planning tools
- Develop a cross-selling strategy to integrate products or solutions into the customer's business as closely as possible

3 Relationships

- How to build and manage key relationships within an account
- Qualifying and managing key influencers accurately
- Producing a 'relationship matrix' for each account quickly and easily
- Approaching and developing new contacts strategically
- Tools and techniques for successful tracking of contacts and call-backs
- Developing a coach or advocate in every customer organisation pro-actively

4 Objectives and goals

- Where are you now? – how to establish your competitive position within an account
- Know how to set, monitor and track key objectives for accounts over the short, medium and long term
- Selling against the competition – developing both long- and short-term sales strategies

5 Feedback – building loyal and satisfied customers

- The correct way to manage customer expectations and create listening loops within an account
- How to monitor and track your customer's perception and satisfaction with your organisation
- Building a personalised satisfaction matrix for each account
- Customer review meetings – best practice in building loyalty by regular joint planning events
- Understanding the concept of long-term customer value and the importance of adapting a customer-focused attitude

6 Integration

- How to integrate your products or solutions with the customer's business needs and processes

- Spot and react to early warning signals that may cause an account's loyalty to fade, reduce revenue or switch to a competitor
- Developing a loyalty strategy for key accounts or groups of smaller accounts
- Getting your message and strategy across to C-level contacts

7 Teamwork

- Working with others to achieve your account goals
- Gaining internal commitment from your organisation
- Managing and working with a virtual team
- Creating cross-departmental communication loops

8 Putting it all together

- Personal account reviews
- Personal learning summary and action plans

Any questions?

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