

Time & Energy Pty Ltd – Seminar - ‘Key Account Kinetics’

A training workshop for building productive
and enhanced client relations in challenging
markets

10/14/2008

*‘To strengthen team processes and client focus in ways that can enhance
results relationships with Key Accounts.’*

'Key Account Kinetics'

Object of the Workshop:

'To set and strengthen essential Key Account relationships so that sales and service staff can have ways to encourage better business outcomes in slow and difficult markets'

Enquiries to Time & Energy Pty Ltd – Attn. John Highman (Facilitator for the Workshop)

Ph 07 37116900 Fax 07 37115800

Email: info@timeandenergy.com.au



Session Details:

1. Existing Relationships and Challenges – 30 minutes

- a. Trends and relationships in your market today
- b. What resilience means and why its needed
- c. Time lines, hurdles, and pressures in your planning
- d. *Workshop #1 – ‘The Personal Challenges and Leverage Tools’*

2. Today’s Essential Approaches to Growth – 90 minutes

- a. New Mindset – the parallel thinking to progress
- b. 7 processes to improve personal momentum and focus
- c. The 4 Client Characters and ways to connect well
- d. Prospecting Tips of the Rich and Famous
- e. 4 Ways to stabilise the Client foundations
- f. The 10 Habits of Great Sales and Service Performers
- g. Day Plan Checklist for both the team and its people
- h. The Circadian Cycle and the Ultradian Cycle
- i. Setting better goals and implementing progress
- j. How to underpin Client Relationships today
- k. *Workshop #2 – ‘Windows of Opportunity and Targets’*

3. Key Account Kinetics – 90 minutes

- a. The ladder of Key Account Goodwill
- b. Your ‘Key Account Matrix’ for 12 months
- c. Your Key Account Implementation Strategy and Goals
- d. 10 Essential Key Account Manager Skills
- e. Building better Key Account leverage
- f. 5 ways to Key Account future opportunity
- g. The 12 rules to strengthen Key Account Partnering
- h. Getting Key Accounts more involved in your future
- i. Developing a real ‘Client’ attitude in your people
- j. *Workshop #3 - ‘Building Your Key Account Skills and Dialogue’*

4. Wrapup – 30 minutes

- a. *Workshop #4 – ‘The Key Account Mindset’*