

2010

Key Account Management

Specialist Training for Front Line Executives

Business Class Training
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John

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BUSINESS CLASS TRAINING



Special Training and Seminars – KEY ACCOUNT MANAGEMENT

'Building Big Bridges'

The Key Account Toolbox to 'Open Essential Doors'

Today's **Key Account Manager** needs a clearly defined, timely and dynamic approach to the Key Account planning and interaction process not just for the present but also especially for the future.

This program offers an insight into the **key strategic and operational processes** as well as the **marketing principles** that will enable delegates to understand the importance of getting the Key Account strategy right and achieve better results for the business.



Outline of Topics

The Roles and Skills of a Successful Key Account Manager

The Ladder of Goodwill

-Why Key Account Customers Buy - Increase/Reduce Theory

Situational Analysis

-Your business

-Your market

-Design Your Key Account Matrix Model

Preparing Your Key Account Strategy

-Strategic Key Account Thinking and Strategic Planning

-Strategic Key Account Goals

- Operational Key Account Objectives and How to Achieve Them
- Developing Key Account Initiatives
- Managing Key Account Relationships
- Activating your team towards Key Account thinking

Implementation, Planning and Account Penetration

- Closing the Key Account Gap, Individual Gap Analysis
- Stepping Stones to Implementation of Account Penetration
- Measuring Key Account Progress against Objectives
- PERT and Gantt Charts with Key Account Strategies
- Responsibility and Involvement Matrix

Understanding the Marketing Process with Key Accounts

- What is Key Account marketing?
- Marketing Mix and cross Selling
- Some of the Key Initiatives and Principles of Key Accounts

Managing Key Account Buyer Relationships

- How and Why People are influenced by Different Factors
- Know the core customer characters and how to influence them
- Causes of Buying Stress for Key Accounts
- What Motivates People towards decisions
- Match your business to Key Account focus
- Balancing the Pareto Principle of Key Accounts

Designing and Presenting Winning Proposals

- Elements of a Winning Proposal for Key Accounts
- Systems for creating Winning Proposals

The Benefits of a Well Managed Key Account Meeting

- A Key Account Meetings Model
- Key roles & influence tools
- Use Your Agenda to Your Advantage
- Setting Priorities and Processes for Key Account Client Meetings



Some Information on the way the workshop is run.....

Delivery Method: Interactive Workshops

Delivery Duration: Multiple ½ days or full days depending on team and time allocation. The full workshop is 2 days in delivery length.

Delivery Location: Your offices or venue of your choice

Attendee Limits: Over 5 people and less than 30 people (over 30 people attending is handled in another method of delivery to facilitate the large numbers).

Who should attend?

- Senior Sales Professionals
- Team Leaders
- Channel Managers
- Marketing Managers
- Customer Service Managers
- Key Account Managers

Need more information? Please call us at the numbers below.....



This is another special presentation workshop series delivered by:

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