

Key Account Management

Aims Participants will be better able to:

1. Differentiate between 'Account Management' and 'Key or Strategic Account Management'.
2. Use a range of skills to maintain and develop relationships with customers
3. Expand the revenue and worth of accounts they manage
4. Retain and defend the accounts they manage from competitors

Topics

- Account Management or Key Account Management?
- Building relationships with clients
- Resolving with challenges and complaints
- Beyond sales, becoming a trusted problem solver
- Spotting opportunities and growing accounts
- Influencing your own organisation to help match customer's needs
- Retaining accounts
- Defending accounts from competitors