



Account Management

Purpose

This one-day course equips the experienced sales rep to develop and manage large, high profit accounts. The course covers the dynamics of the customer organisation, buying influences and how to create and implement a strategy to build profit partnerships.

The course is aligned with the clients' account management software and integrated with client products and customer needs.

Participants leave the course with tools and techniques for managing accounts, and with a completed account management plan for at least one of their accounts.

Audience

Experienced sales reps, large account managers

Key Topics

What is account management?

Criteria for a key account

The strategic value of account management

Players on the account management team

Account management processes

Tactics and Tools

Strategic analysis of large accounts

Developing an account management plan

The Account Review

Account management skills

Learning Activities

Mini lectures

Case study

Analysis of participant's accounts

Professional Development Plans