

# Key Account Management

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## OVERVIEW:

The role of managing and strengthening relationships with key accounts is vital to business success. This program will assist Key Account Managers to identify and manage critical factors within their role. Participants will learn the skills necessary to build strong and strategic pathways between businesses, while being exposed to new ways of maximising relationships with their key account customers.

## IDEAL FOR:

Key account managers, sales managers, district managers, and business partners.

## YOUR TEAM WILL LEARN EFFECTIVE WAYS TO:

- Build strategic pathways between businesses
- Use the skills needed to identify and build key relationships
- Develop planning tools to set and master Key Account objectives
- Identify the decision-makers
- Recognise and respond to buyer behaviour
- Track account data for reliable management and forecasting

## REAL RESULTS YOU CAN EXPECT AFTER THE PROGRAM:

- Improved strategic management of Key Accounts
- Sharper focus on tactical sales events
- Strengthened key relationships
- Added value to your previous training – enhance and develop your skills

## TOOLS:

Participants receive comprehensive program notes which includes a Key Account profile template, relationship matrix modelling and account data management tools. This helps the team to stay focused on using their new Key Account Management skills.

## METHODOLOGY:

- Interactive approach with individual and group participation
- Small teams

## FORMAT:

2-days program held in-house or off-site.