

Employee Growth- A Two Day Course

Key Account Management

Key Account Management that Develops Lasting Business Relationships and Sustainable Profitable Results

WHO SHOULD ATTEND?

Sales executives, entrepreneurs and small business owners that want to learn (or relearn) and improve their key account management competency so that they can get the very best return from their selling effort in pursuit of their targets and the organization's goals.

COURSE DESCRIPTION

Key account management if done well will help an organisation deliver sustainable profitable growth. Identifying those accounts that are most valuable from those that cost more than they able to bring back will allow you to differentiate your service and approach accordingly. Mastery of the key account management process is a vital for effective, efficient selling and individual and team contribution that drives business growth.

Key Account Management is a proven and very practical approach to key account management that covers the basic elements of the key account management process. The program takes a holistic view of key account management and introduces the delegate to the fundamental knowledge, skills and attitude required to effectively and efficiently manage any sales territory for sustainable selling results.

The program is well researched, knowledge-based and designed with the individual learner at the centre of the learning process which means that the course is extremely interactive and practical.

COURSE OBJECTIVES

By the end of this course delegates will be able to:

- ✓ Determine key account management
- ✓ Determine strategic selling and the concepts of marketing and sales
- ✓ Identify a key account management strategy for all your significant customers
- ✓ Identify how to build lasting relationship with different personalities
- ✓ Develop effective verbal and non-verbal communication for better proposals
- ✓ Practice key knowledge, tools and techniques before returning to work
- ✓ Produce drive to self-develop in account management
- ✓ Produce positive impact on the overall performance of each delegate and the organization

COURSE CONTENT

DAY 1 • KEY ACCOUNT MANAGEMENT FUNDAMENTALS

- Relevance and Importance of Account Management
- Exploring Your Account Management Strengths
- Adopting Successful KAM Practice (Benchmarking)
- Stakeholders, Roles and Relationships in Account Management

DAY 2 • KEY ACCOUNT MANAGEMENT IN ACTION

- Managing Time and Priorities
- Effective Communication (Assertiveness and Messaging)

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- Negotiations in Key Account Management
- Monitoring Key Account Performance (Giving/receiving feedback)

Key Learning Review

- Group discussion and professional feedback to consolidate key learning. Delegates will leave the day with a list of development activities to improve their key account management competency back at work.

IN ADVANCE

Each delegate will be asked to complete a pre-course questionnaire to determine their individual learning objectives. These will be used by the trainer to give on track training that is focused on the individual learner attending.

The most appropriate training format, content and approach for this course will be discussed with you prior to the start of your course.

ON-TRACK FOR GROWTH

The individual leaves this program with a **Personal Action Plan** to encourage immediate transfer of training to the job.

EVALUATION TO ENSURE CONSISTENT QUALITY

All our courses are evaluated at Kirkpatrick's Reaction and Learning levels as part of our quality control process as follows:

Level 1- Reaction- Training Course Evaluation Form

This training course evaluation form is used to maintain and improve the standards of our training courses.

Level 2- Learning- Pre and Post Training Test

The test is confidential and used to evaluate our training, **not the delegate**. The results help us answer the question "Did people learn what we wanted them to learn from the training?" This test is run at the beginning and at the end of this training course.

The Whole Thing can help properly position and align all learning and development with business priorities to ensure that effective evaluation is possible. We encourage all our clients to agree measures prior to any intervention so that return on investment (ROI) and process gets attention.

Please contact **The Whole Thing** to explore the many ways that we can help you.

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