

managing key accounts

description	A one or two day workshop for those who need to select, manage and develop key accounts.
who should attend	Those who are in a strategic sales role who have an interest in the overall development of the business. Those who want to develop accounts, not just get existing business.
features	<p>What are Key Accounts? Definitions</p> <p>Facts about Key Accounts Their unique marketing window Their unique marketing strategy Their unique products and services</p> <p>Targeting Key Accounts Making the use of our resources Underpinning our business Succeeding in a tough market Selecting high volume and margin generators Setting our account objectives</p> <p>Key Account Management What KAM means How to manage accounts Pitfalls to avoid Bringing value to the relationship</p> <p>Developing Strategy How we relate to the account How they relate to their market Tools and techniques for selection and management of accounts</p>
format	Tutorial presentation of ideas, concepts and techniques with full delegate participation. Best run as a practical workshop where the selection process is used.
benefits	<ul style="list-style-type: none"> • Development of long term strategic partnerships • Improved turnover and margin • Practical, down-to-earth and easy to understand • Motivation of the delegates to increase performance • Best use of sales resources

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For more details of our consultancy and training support

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