

Key Account Management

Overview:

Effective account management is critically important as it will assist in eliminating opportunities of your competitors as well as providing cross-selling and up-selling opportunities.

This training will assist participants to master the strategies and skills that can be used to build trust and commitment with major account customers. This training includes developing and enhancing relationships with key clients, aligning account management strategies to the business planning process and the importance of taking a long term approach to the way key clients are managed.

At the completion of this course, participants should be able to:

- Identify the advantages of integrated account management
- Define what customers value about a product and/or service
- Understand how to build long-term loyalty with key clients
- Better understand how you can positively impact the customer
- Handle interpersonal relationships
- Describe and implement the sales process
- Build relationships with customers, identify stages of needs, help customers envision their needs and satisfy these needs with your product or service
- Use a consultative strategy and develop solutions for your customers
- Handle and effectively respond to objections
- Close a sale by demonstrating benefits to the customer

Designed for: Sales people, Sales Managers, Account Managers and Marketing Managers

Duration: 2 day

Content:

Account management

- Introduction to Account Management
- The account management processes
- Account management implementation
- Strategic account management
- Skills required by an account manager
- Providing customer service

The selling process

- The five step sales process
- Customer expectations
- The interview
- Features and benefits
- Reducing resistance and countering concerns
- Overcoming objections activity

Preparing for the sale

- Strategies for your customer
- The tools available
- Know your outcome

Information gathering / needs analysis

- Identifying key customer needs
- Questioning
- Spin selling
- Dominant Buying Motives (DBM)

Presenting and recommendations

- The value proposition
- Features and benefits

Closing the sale and handling objections

- Closing
- Nine ways to close the sale
- Positive language and closing
- Looking for signals
- Handling and minimising objections

Building and maintaining relationships

- Handling interpersonal relationships
- Building rapport
- Influencing your customer
- Effective Communication
- Communicating to different personality types
- Developing, analysing and evaluating your network
- Understanding the decision making process in your customer's business
- Relationship building with key decision makers

Assessing opportunities

- Developing short term and long term client strategies
- Identifying and selecting appropriate strategic accounts
- Categorising accounts

Actions



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