

Content

Key accounts

- what is a key account?
- the transition from transactional selling to key account management
 - account management models; kite, bow-tie
- the role and responsibilities of an account manager

Account development

- selecting key, growth and target accounts
- promotion and relegation of accounts
 - analysis to identify opportunities
 - engaging the wider team
 - designing the account development plan; goals and strategies
- S.P.I.D.E.R. identifying and managing decision makers and influencers
 - measuring stability

Selling to key accounts

- determining a differential position
- strategies to deliver sustainable, long-term, profitable business
- strategic, intelligent questioning
 - selling at Board level
- customer, client, partner, trusted advisor.

Key Account Development

Sales

You are making the transition from professional b2b selling to managing key accounts. Sales pitches must now become business propositions that deliver sustainable, profitable growth for both the customer and your organisation.

This programme shows you how to select the right accounts, build mutually beneficial account development plans and a step-by-step approach to execute your plan.

Benefits

By the end of the programme you will be able to:

- select key accounts based on a realistic assessment of past performance and future potential
- develop relationships within key accounts that enable both parties to derive added value
- analyse performance within existing or target accounts to identify opportunities
- clarify goals and design winning strategies to develop accounts.

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Approach

An intensive programme that develops analytical, commercial and face-to-face skills in just one day.

Case studies allied to simple, workable and proven models form part of the facilitator's contribution. There will also be opportunities for participants to analyse account performance and potential and build their development plan for one of their own key accounts.

Who should attend?

Anyone involved in the management of key accounts from Key Account Manager through to technical specialists. You may be new to the role or already experienced in key account management.

Programme information

Duration: One day
Price: £375 (excluding VAT)

Dates and locations:
13th March 2008 • London
16th September 2008 • Surrey
12th March 2009 • Midlands

For further details please call
John Baldwin on 01306 621600.

"As a result of Morgan Clarke's contribution, client retention and business growth are stronger."

Duncan Howorth,
Jardine Lloyd Thompson