

First Touch Presents

KEY ACCOUNT MANAGEMENT

How to maximise your most important customers

Is it right for you?

Key accounts provide substantial revenue and margin for all businesses and this workshop is specifically designed to help those responsible for managing and developing key, major or national accounts. Whether direct or through multiple suppliers or channels this interactive workshop will help you deal with the problems associated with major customers and show you how to maximise your own internal service chain for outstanding results. You will leave with a clear and coherent formula for sustained success and a number of usable working tools including the key account plan.

What will you learn?

You will learn the key skills of successful national and major account development. You will discover how to maximise the multi-layer relationships with your clients and ensure a real partnership approach. We work on the commercial aspects of account management including planning, forecasting, stock management and protecting margins. You will learn how to utilise the impact of influencers in the decision making process and how to manage and develop business effectively even across multiple sites.

Key Account Definitions

Who are your key accounts?
How much do you know?
What do you do differently for key accounts?

Customer Loyalty

Customer expectations
Why customers change suppliers

The Key Account Role

The customer's views
Partnering in action
The internal service chain

Essential Planning

Agreeing goals and targets
Planning to achieve
The key account review

Key Communication Skills

Verbal communication, personal image and body language
How to communicate not just inform
Effective questioning and listening skills

Buyer Motivation

The six principles of influence
Recognising individual needs
Decision makers and influencers

The Key Account Plan

What's important?
A team sport
Utilising the team to best effect

Exercises and Case Studies

Landing on the moon
Creating my key account plan
Return to work actions