

Key Account Management

2024 DATES:

17-18 April | 18-19 Sept

This two day interactive workshop will be custom-designed for the participants. It is for representatives, product specialists or key account managers that sell into major accounts within your industry. The programme is centred around the development of a Key Account Plan for a real key account of each participant so that the material and skills will be used immediately in the field.

This programme will:

- Explore the differences and similarities between key account management and sales.
- Develop a vision and SMART objectives for the key account.
- List and rank decision-makers, influencers and supporters in the account.
- Understand multi-level selling in key accounts and the role of politics and networking.
- Lead participants through analysis of the buying cycle, enabling them to understand the customer's decision process, knowing when to sell and when to negotiate.
- Develop and document strategies and actions for each customer according to where they are in the buying cycle and existing sales data.
- Demonstrate how to assess call progress and success in long term sales strategies.
- Show how to maximise and incorporate selling skills into key account philosophy.
- Develop techniques to productively manage and grow the key accounts for a long-term win/win relationship.
- Document how the product strategy will be implemented in the accounts.
- Understand how to add value to key accounts for win/win relationships, rather than automatically discount.

Follow-Up is proven to be a critical success factor of initial workshop investment. We will follow-up with each individual at a 'Fitness Check.' This personalised 1on1 training session will be four weeks post-workshop and ensure the skills learned are being demonstrated in the workplace.

Workshop and Fitness Check: \$2,100.00 +GST per person

Workshop only: \$1,900.00 +GST per person

ProFormance Workshops: *ProFormance workshops are limited to a maximum of eight delegates so participants receive one-on-one coaching and active involvement in an optimal learning environment.*

Intensive Coaching: *The facilitator will research your key account manager's individual training needs, their product/service and the environment in which they manage accounts. This will enable more intensive coaching.*

Central Location: *The workshops will be held in a central Auckland location and includes all materials and refreshments.*