

## Managing Key Accounts

### Course Outline

Knowing your Key Accounts and how you can progress by firstly identifying which ones they are, and how you are going to progress these accounts to give the company more profitability, is key to any organisation.

Motivating through this transition with a sales person to a key account manager requires ongoing training and coaching.

More effective sales come from identifying all opportunities within accounts already buying your products and services that already are or could be a Key Account of the future.

### Course Objectives

- Analysing potential accounts, 80/20 rule
- Actions Plans for increasing margins
- Active listening skills and understanding these processes
- Understanding the decision making levels in companies
- Differentiate between small and large accounts
- Time management and how to use this resource to the maximum with Key Accounts
- Understanding the win - win situation and how to negotiate with clients
- How to gain the most profitability from each account
- How to handle customers objections and problems
- Advanced questioning techniques
- Planning Key Accounts - the way forward
- Sales opportunities - how to identify these
- Key understanding of negotiating

### Course Designed for

Key Account Managers either new or experienced who want to be aware of the processes of increasing business with major customers.

To be more effective when winning and developing these key accounts whether it Sales Managers or Directors may also benefit from joining this course.