

EFFECTIVE KEY ACCOUNT MANAGEMENT

Background

It's a well-known thumb-rule that 80% of the sales are contributed by 20% clients of any company. The key accounts should include not only the existing but also the potential customers. This requires an approach to Key Accounts Management based on a clear understanding of every stage of complex selling cycle.

Objectives

- ◆ Define, target and penetrate potential key customers and prioritize your efforts
- ◆ Acquire and retain the key accounts more professionally and profitably
- ◆ Respond to needs of decision makers at different levels of management

Duration

Three (or 2½) days

Approach

The program will be highly interactive with participants working in teams to develop an account plan for an actual ongoing target customer or contract situation.

Contents

- **The stages** of gaining the account (and keeping it)
- **Defining the 'edge'** – what makes you competitively different – exercise to examine your company vs. the competition in the light of what the customer deems 'Mission Critical'.
- **Selecting the winning accounts** – deciding which accounts to develop, which to hold, which to harvest, and which either not to pursue, or to divest – start of the course case 'The Temps Analysis' – exercise.
- **Account Analysis** – understanding the formal and informal structures and politics AND the sources of power in a firm regarding the purchase decision making process. Exercise - Choosing your initial contacts.
- **Deciding whether to 'Partner' or to 'Convert' the account** – Understanding the client / Prospect's Mission, Strengths & Weaknesses – the 'partner' vs. the 'convert' strategies
- **Introduction to Behavioural Analysis** – (Psycho-Geometrics) The four basic types and how to employ these insights in the sale. How to flex to each type – keeping them out of their 'fall back' modes.
- **The Key account penetration process** – from 'Beach Heading' to making the Executive presentation and after. – Exercise: prepare the Key Account Sales Plan. Executive Level Selling the Spin Technique Introduced.

- **Presentation Skills** – Exercise: to prepare and deliver an executive Level Presentation.
- **Negotiating the business** – The negotiating process and tactics, the tactics that can be employed against you and how to counter them.
- **Preparing for the long-term relationship**

Target Group

Marketing Managers, Sales Managers, Commercial Managers, Key Account Executives and all others who have responsibility for managing key accounts or planning & planning & executing complex sale.