

Strategic Key Account Management Excellence

- By CRM, Customer Experience Management & Account Centricity



It's high time our sales executives need a paramount change! They have to become more strategic in their approach, more focused on helping their customers improve their own performance; better at building and sustaining strong, trust-based relationships with their buyers.

This workshop enables the sales, marketing and business development professionals to step up their effort to become much more customer centric and provide an excellent environment by addressing their problems by strategic and key account management experience.

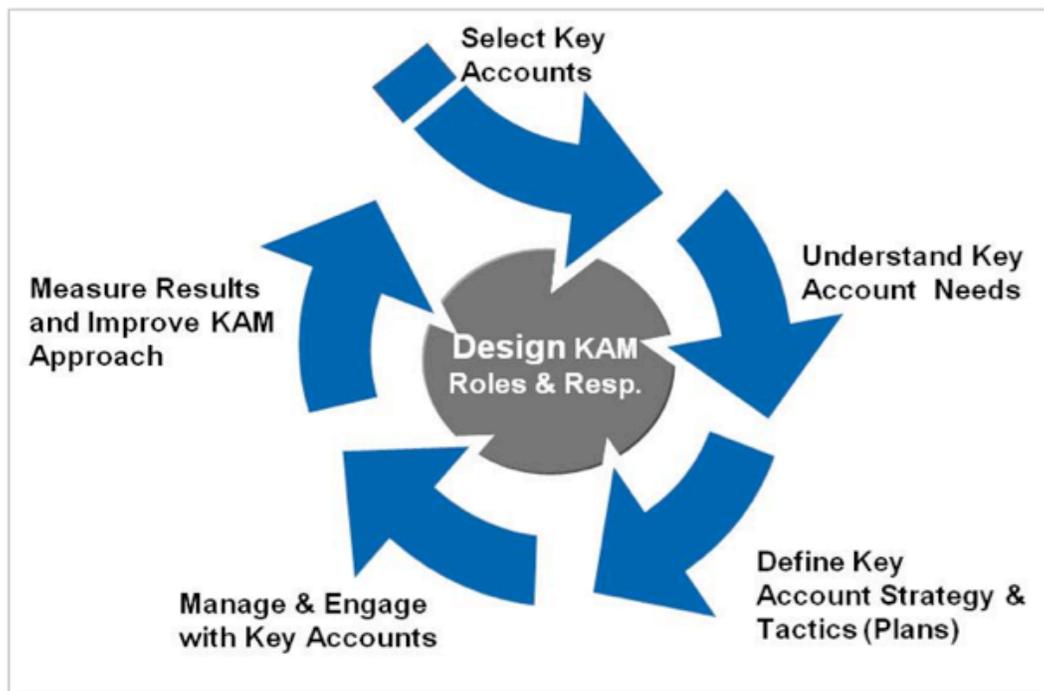


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Participant Benefits:

In this 2 to 3-days workshop, participants will learn the processes, protocols and procedures required to identify and effectively manage key accounts with right strategies. Exploring customers from their portfolio and programs, executives attending this workshop will experientially learn the process of identifying strategic and key accounts. Participants will be able to structure performance delivery levels that service each category cost-effectively to ensure a competitive advantage to the organization.



Attend this workshop to put key accounts management into practice by using a dynamic and interactive case study based experience. Executives don't merely internalize theory from this course but will also gain the confidence to and manage relationships appropriately and profitably.

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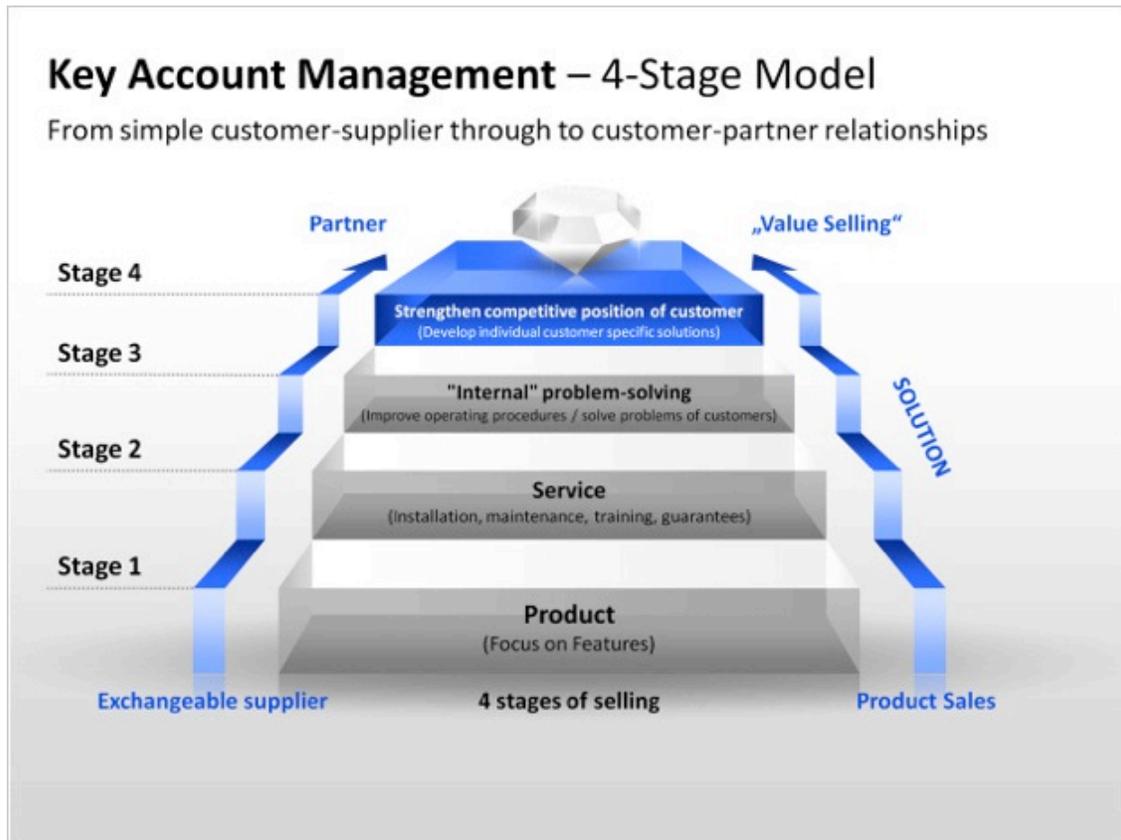
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Key account managers will develop a strategic key account plan and learn the competencies to develop and sustain strong, trust-based relationships with the organisation's strategic key accounts:

1. Evolve a deeper understanding of clients
2. Explore customer-focused strategies
3. Engage to carry out a rigorous client-analysis
4. Identify key account strategies
5. Assess and measure the profitability of key accounts
6. Increase your ability and confidence to manage strategic accounts, and the total key account management process
7. Create and manage a contact-to-contract management and communications process
8. Learn the skills of conflict management, negotiation and relationship building

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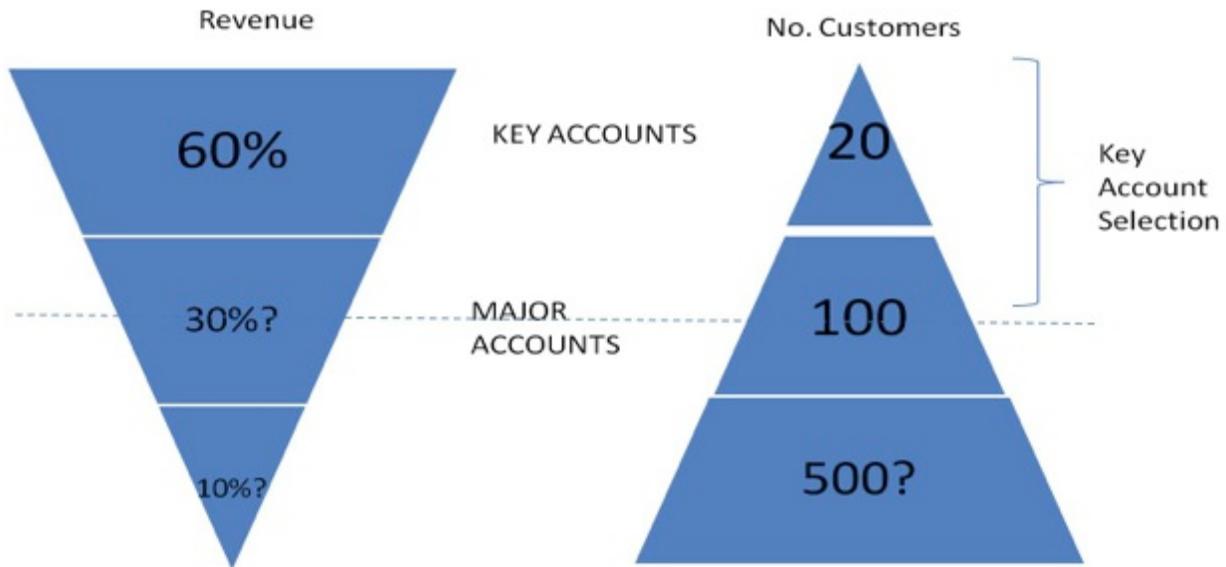
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Who should attend?

This workshop is for sales, marketing, business development, project – program - portfolio management executives who are already familiar with the fundamentals and basic principles and skills of selling. Participants should be sufficiently mature to be able to apply many of the processes, tools, tips, tricks and techniques back in their organisations. It is more useful if number of persons from the same organisation attends.



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Other Details:

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