

Strategic Key Account Management Excellence

– By CRM, Customer Experience Management & Account Centricity

***[2-Day Interactive Experiential Learning Workshop;
With Role-Plays, Case Study Report-Outs & Video Analysis]***



This workshop aggregates the global best practices, lessons learned, tips, tricks and traps on how to successfully and profitably penetrate and manage powerful customers.

Conventional approach to selling requires a paradigm shift in a market that is rapidly changing, where costs continue to rise and buyers increase pressure for better service, greater added value and lower prices. No longer it's sufficient to be just with "technical expertise"; not enough to have pure-play transactional sales skills; not smart enough to have developed a strong pipeline of sales opportunities.

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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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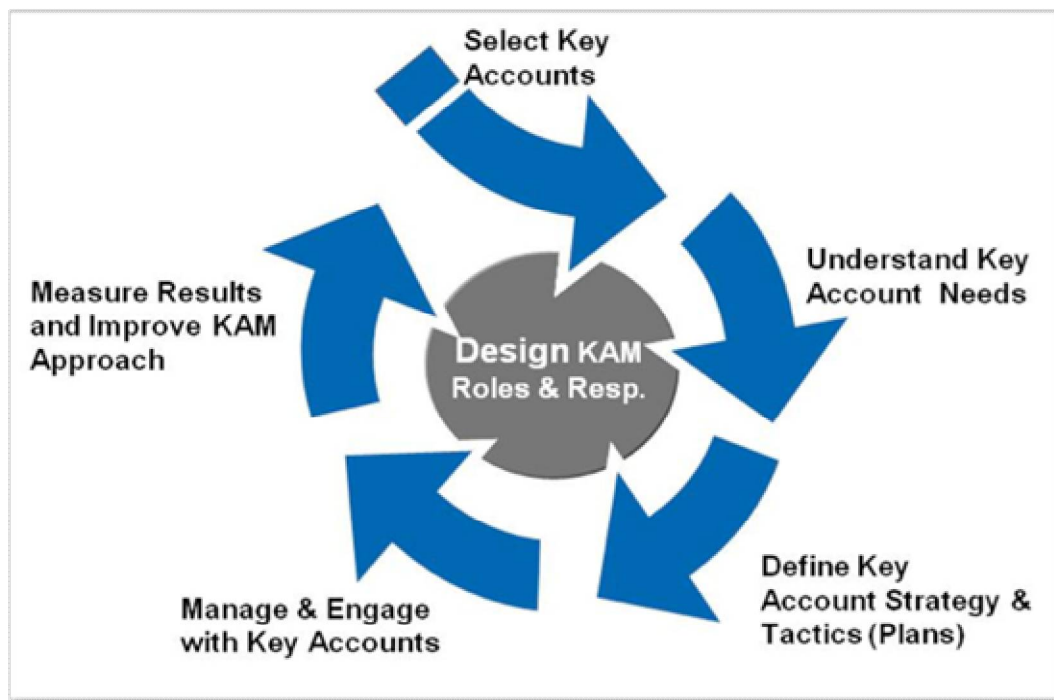
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Workshop Duration

2-Day Highly Interactive Course.

Participant Benefits:

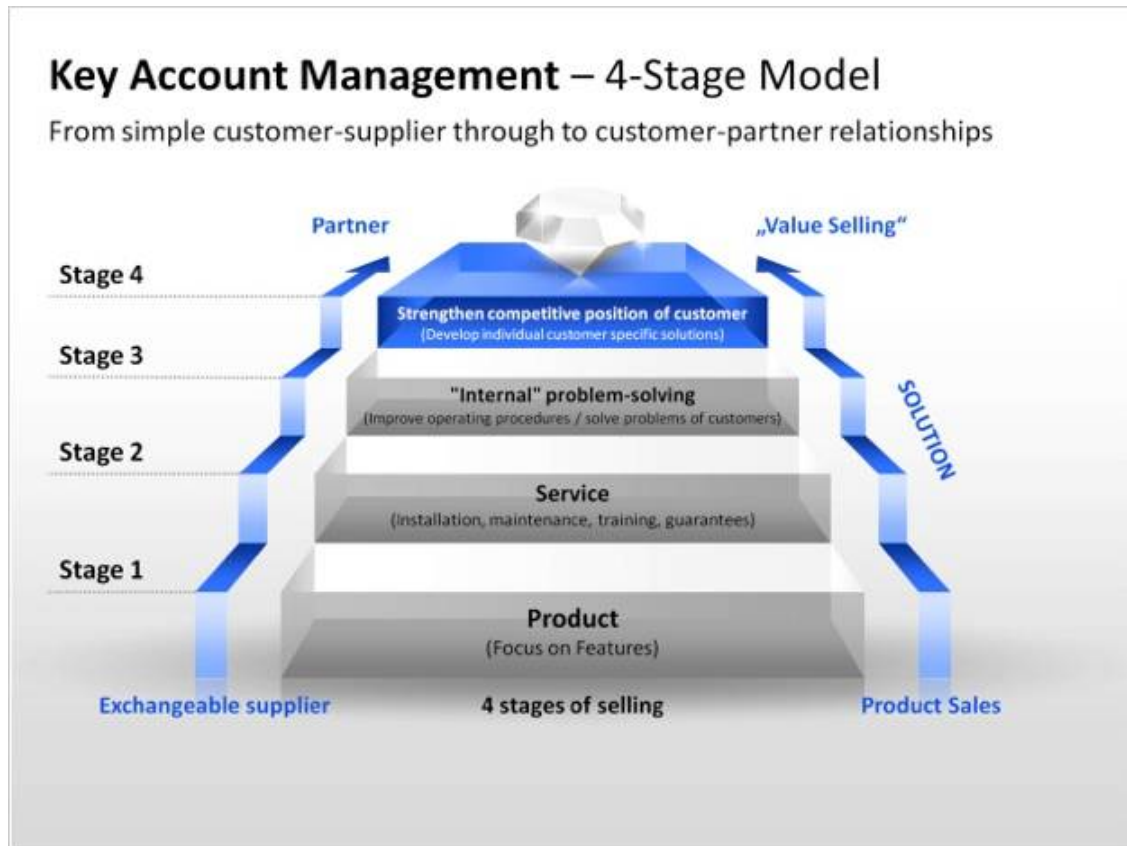
In this 2-day workshop, participants will learn the processes, protocols and procedures required to identify and effectively manage key accounts with right strategies. Exploring customers from their portfolio and programs, executives attending this workshop will experientially learn the process of identifying 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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Key account managers will develop a strategic key account plan and learn the competencies to develop and sustain strong, trust-based relationships with the organization's strategic key accounts:

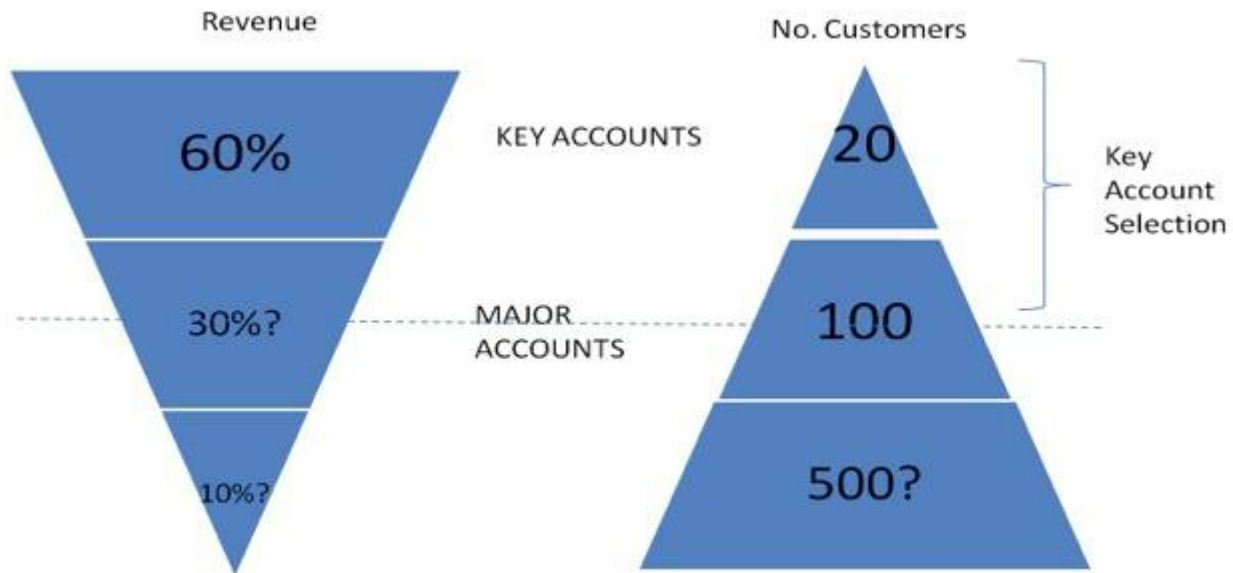
1. Evolve a deeper understanding of clients
2. Explore customer-focused strategies
3. Engage to carry out a rigorous client-analysis
4. Identify key account strategies
5. Assess and measure the profitability of key accounts
6. Increase your ability and confidence to manage strategic accounts, and the 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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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 organizations. It is more useful if number of persons from the same organization attends.



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Terms & Conditions

- 100% advance payment must be made along with purchase order.
- Facilitator's Travel, boarding and food charges must be borne by the client
- All payments must be made by cheque/online transfer etc., drawn in favour of Sieger Training India. Sieger will charge on INR basis only.
- Overseas clients will have to take care of all the training materials directly as briefed by Sieger Training. However, Sieger can procure some (which can be transited) not all, on behalf of the client but any additional charges for custom clearance must be taken care by client only.
- Overseas clients will have to arrange visa, air travel and local travel on their own. If client want us to assist in local travel Sieger Team can facilitate with additional charges.
- Cancellation of confirmed programmes shall be intimated one week in advance else 50% of the total charges shall be applicable.
- Client will recognize the intellectual property rights of Sieger Training and such materials are not to be copied without prior written approval of Sieger Training.
- Take all responsible steps to hold all Sieger Training copyrighted materials confidential to Client.
- Guarantee that no training will be conducted using Sieger Training concepts or material is carried out for employees of Client and Client shall not use Sieger Trainer's without the knowledge of Sieger Training.
- Ensure that any materials of Sieger Training supplied to internal employee(s) are retained by Client and or returned to Sieger Training if the employee(s) ceases to be employed by the company;
- Ensure that no substantive modification of course design or content occurs without the prior written permission of Sieger Training, which shall not be withheld unreasonably;
- Treat this agreement as confidential and not divulge its contents to third parties;
- Inform Sieger Training of any internal procedures for the payment of invoices.
- This Proposal is proprietary, confidential, privileged information and creative work of Sieger Training India to our clients. Any dissemination, distribution, or copying of this proposal and the photos and information thereto (in whole or part), in any manner, is strictly prohibited without our permission and actionable at law.