



bristol business college
YOUR BEST BUSINESS DECISION

Key Account Management

Key account management and the development of key accounts are critical to an organisation's success or failure. It is the larger order or longer-term contract that can smooth out the cash flow and create significant profit potential. Multiple relationship management, networking and strategic planning are all crucial skills to maximise and maintain the potential of key accounts.

This two day course provides delegates with practical and effective strategies to ensure that key account relationships are nurtured into highly valued partnerships. A strong focus will be placed on strategic planning and the skills needed to protect key accounts from competitor attack. Delegates will leave this course with a plan that will allow them to achieve all of the above.

Delegates will learn:

- ✦ **How to complete a successful transition into the key account manager's role.**
- ✦ **How to construct and implement clear strategic plans to consolidate your key account relationships and gain valuable new and repeat business**
- ✦ **How to recognise and deal effectively with competitor threats**
- ✦ **How to use effective skills to persuade and motivate the key buyers, influencers and decision-makers.**
- ✦ **To select the most appropriate approach to secure increased and profitable business from your key accounts.**
- ✦ **How to develop strong personal links with all the key individuals in your major accounts and turn relationships into long-term partnerships.**
- ✦ **To respect, reassure and motivate the key personnel charged with servicing and supporting your major accounts.**

This course is designed for:

Key account executives, account managers and those who are progressing into a key account management role or those who need to develop their skills in managing accounts. Fundamental sales skills are assumed and will not be covered on this course.

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*Key Account
Management*

2 Day Course