

Key Account Management

Proven techniques and strategy for managing and growing your best accounts and existing customers.

One day training course with follow-up workshop

Overview

This is not just a training course but a complete program on how to best manage and develop existing accounts. It is specifically designed for quick, consistent, easy and effective account development.

Who will benefit

Account managers, account support and technical team members; senior managers and executives.

Benefits

- Sell more to existing accounts, increased customer retention and improved customer satisfaction.
- Manage service issues more effectively, through delegation and managing expectations.
- Create a simple but effective account management dashboard, relationship matrix and opportunity roadmap for each key account.
- Developing a 'best practice' approach to account management using the tools above.
- Providing more consistency and structure in developing and growing business from both existing accounts and new potential customers.
- Improving the ability to sell additional services proactively – up-selling and cross-selling.
- Better co-ordination and growth of international accounts and opportunities.
- Using the PROFIT account plan and methodology to update and inform others and plan strategy
- Skills and methods to use when managing and developing both existing customer and target accounts.
- Building on current best practice and integration with existing CRM tools.

Notes: Participants will be asked to bring with them details of three 'significant' accounts. Exercises, planning sessions and role-plays will then be constructed and focused on these real-life examples during the course.

Account Management Best Practice

Course Outline

Introduction

- Review of personal objectives and target accounts, plus pre-course work

Performance – how and what measure

- Using practical tools to help you manage and measure account performance and success, including profitability and key performance metrics
- Designing and building a monthly account dashboard

Relationships

- How to build and manage key relationships within an account
- Producing a 'relationship matrix' for each account quickly and easily
- Developing a coach or advocate in every client site pro-actively

Objectives and goals: Opportunities

- Developing a cross-selling strategy to integrate solutions and products into the customer's business as closely as possible
- Knowing how to set, monitor and track key objectives for accounts over the short, medium and long term
- Setting jointly agreed goals, objectives and business plans, and tracking their successful implementation

Feedback and Retention – building loyal and satisfied customers

- How to monitor and track your customer's perception and satisfaction with your organisation, products and services
- Customer review meetings: regular joint planning events
- Spotting and reacting to early warning signals that may cause an account's loyalty to fade, reduce revenue or cause a customer to change system usage
- Developing a loyalty strategy for key accounts or groups of smaller accounts

Influence

- Getting your message and strategy across to C-level contacts
- Knowing your personalised value message: Differentiating your solutions clearly and accurately with customer/client-matched value statements.
- Negotiating high-level deals and contracts

Teamwork and internal communication

- Working with others inside your organisation to achieve your account goals
- Managing and working with a virtual team
- Managing your time and accounts effectively

Summary

- Putting it all together
- Personal account reviews, personal learning summary and action plans