

Key Account Management

In this rapidly changing market place, it is essential for organisations to create and then retain the clients that are most important to them. Key Account Management is now recognised as essential for business to business sales success.

This course offers participants the knowledge of what Key Account Management entails and the type of commitment organisations need to undergo if they wish to implement it. The interactive format will give participants the tools to understand and successfully install effective strategies.

course details

Course Duration

One Day

Course Cost

£950

Maximum Delegates

This course is designed for up to 10 delegates

Training Location

Training can be run at any venue

Participant Profile

This course is aimed at:

- Directors and General Managers who need to set up and manage key accounts
- Sales Managers and Sales people

Key Topics

Participants will cover:

- What is key account management?
- Qualities and skills of a key account manager
- Identifying key accounts and developing relationships
- Selling to the organisation and the individual
- Key account planning for profitability
- How to manage each targeted key account

Course Benefits

On completion of this course, participants will understand:

- What the key account process entails
- How to get greater customer commitment from existing key accounts
- How to identify and set up new key accounts
- Key Account planning for profitability

client testimonial



The course was a very good introduction into key account management, delivered at a good pace by a great trainer.

Dan Wearzyn, **Von Essen Group**

You may also be interested in...

Professional Selling Skills

Designed to give participants the sales techniques and tools that are used by some of the world's most successful sales people.

Successful Sales Presentations

Designed for sales people and business managers who need to sell their product/service to groups of potential clients.