

## **Key Account Management**

Key accounts and key account management are critical to an organisation's continued success or failure. It is the larger order or the longer term contract that can smooth out cash flow and create significant profit potential. Multiple relationships, networking and strategic planning are all crucial skills needed to maximise and maintain the potential of key accounts. This key account training 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 relationship building and the skills needed to protect key accounts from competitor attacks. Other focuses during the programme will be on:

- Retention of existing customers. Repeat business is the most effective kind and is the only basis on which to truly build a business.
- Developing a deeper understanding, both of your client's business and of the key individuals within it.
- Research techniques you need to be aware of and the competitive pressures that affect your customer relationships, as well as honing your behavioural and communication skills to make clients recognise the value you add to their business.
- Confronting the need to lead feedback processes on yourself. It is directed at ensuring your clients view you ultimately as a partner rather than a supplier

## **Case Study – Zen Internet**

As a forward thinking rapidly expanding company we invest a lot of time and money in ensuring our sales people are of the highest quality to compete successfully in a competitive market place.

We partner with Henderson Barker Training to ensure that the team are armed with these essential tools. The Key Account Management programme has allowed us to maintain our price point in a market where our core product is in danger of becoming a commodity. As a result of the training we are now able to assess our client's criteria for judging value received and develop our strategy accordingly to maintain our margin levels and achieve our sales volume targets.

**Iain Johnstone.....Sales Director**

## **Course Objectives**

Delegates leave this state-of-the-art programme with:

- A deep understanding of the total process of key account management
- A practical step-by-step approach to classifying and selecting key accounts
- A practical approach to analysing the requirements of key accounts
- An appreciation of how key accounts plan their supplier strategies
- A step-by-step approach for developing a strategic plan for success in key accounts
- An in-depth understanding of how to measure the real profitability of key accounts
- A framework for characterising key relationships that suggests which strategies are appropriate to which relationships
- A better understanding of the organisational issues surrounding key accounts
- An introduction to the processes through which key account strategies are actually implemented
- New tools and techniques to manage the vital soft factors in successful relationships.

## **Training and Methodology**

The objective of this programme is to teach a mixture of planning processes and skills. A lower trainer: delegate ratio ensures that trainees are given personal attention and encouragement in applying concepts to their own real life scenarios.

The training skills are based on HBT's fundamental principle that learning is doing. Participants are given the basic tools and together they plan and carry out role plays and activities in simulated scenarios. From these they receive accurate and objective feedback on their performance from both their colleagues and the trainers.

## **Materials**

In addition to a comprehensive library of user-friendly reference material giving explanations of key concepts, delegates also take away from the programme detailed analysis of their performance during the programme with recommendations for further skill development.

All activities can be customised by request.

## **Duration**

Normally two days. Other timing designs can be tailored to suit individual client requirement