

# Key Account Management

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## Course duration/times

Two Days

## Why attend?

Developing key accounts takes planning, skill and determination. Throughout this course you will be given the skills, knowledge and strategies first to identify key accounts and then develop them.

## Who should attend?

This course is aimed at all business professionals who are responsible for developing Key Accounts within their business.

## Topics covered

- How customers make decisions
- Identifying profitable key accounts
- The process of managing key accounts
- Strategic account planning
- Relationship management
- The business evaluation process
- Understanding negotiation
- Making an impact with PowerPoint presentations
- Key account development

By the end of the course, delegates will be able to:

- Identify and effectively research profitable key accounts
- Understand the customers' buying criteria
- Explain the processes involved in negotiation
- Adopt a consultative approach to the business evaluation process
- Professionally present PowerPoint presentations
- Identify development strategies to yield the maximum business benefits

## Extra encouragement

Strategic in its approach you will come away with all the skills you need to identify and develop key accounts.