



Business success through people

Managing Key Customers

Course overview

This workshop presents a powerful, step by-step strategy to preserve existing business and open up new ways to maximize profitability from these accounts. It will have a profound impact on your current account management style. You will get a clear framework for planning and managing sales on those accounts which generate a large percentage of your company's profits.

Course duration: 3 days

Program

- Key account management fundamentals
- Account management cycles
- Customer categorization
- Marketing plans and resource allocation
- Identifying SWOTs and customer needs
- Account plans
- Managing the plan and relationship
- Overcoming pitfalls in key account management

You will learn

A structured approach to managing business with major customers
How to take the focus off price by building a total package
To contact the right customers at the right frequency with the right message
To use the marketing plan for resource allocation to key accounts
How to write account plans to create partnership relationships

Who will benefit

- Sales managers
- Account managers
- Marketing managers
- Customer service managers
- General Managers
- Strategic planners
- Human resource managers
- Business development managers

This interactive and practical workshop uses case studies to cover selling direct to end users as well as selling through a distribution network.