

Key Account Management

Aim of the course:

- ✓ Basic knowledge of Key Account Management,
- ✓ Process, Strategies, Planning of Key Accounts

Content:

- Basic Knowledge of Key Account Management
- Steps and sales process of Key Accounts
- The four levels of Key Accounts
 - Strategic Level
 - Organisational Level
 - Operative Level
 - Personal Level
- Planning of yearly talks
- Price negotiations of Key Accounts
- The 10 Elements for Key Accounts
- Find new Key Accounts
- Develop Key Accounts
- Bind Key Accounts
- Key Account Administration

Methodology

The training consists of a mixture of input and exercises. You will actively participate in the learning process, thus helping you to avoid pitfalls in real life situations. The methods used will include individual, pair- and group work, (self-)reflection, theoretical input, cases, role play, feedback and interactive exercises. The seminar requires a lot of participation from the participants. Please bring your cases and questions.

Who should attend

Young Sales Professionals, Key Account Managers, Junior Sales Managers, up to Sales directors.

Duration:

2 days

