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What is Key Account Management Training?

Most companies are operating in an increasingly crowded market space. For most reducing prices to compete is simply not an option as survival in today's market place is dependent on many more elements than price alone.

You have to be able to differentiate yourself and your products and services to survive. In a message overloaded market place your messages have to cut through. If you can't compel, you won't sell. Learn how to influence your prospects and how to win and retain Key Account business.

Our Key Account Management training course will teach you strategies for getting the attention of decision makers and start winning more business now!

We also provide private and in-company **Key Account Management courses.** Call +44 (0)1273 622272 to discuss.

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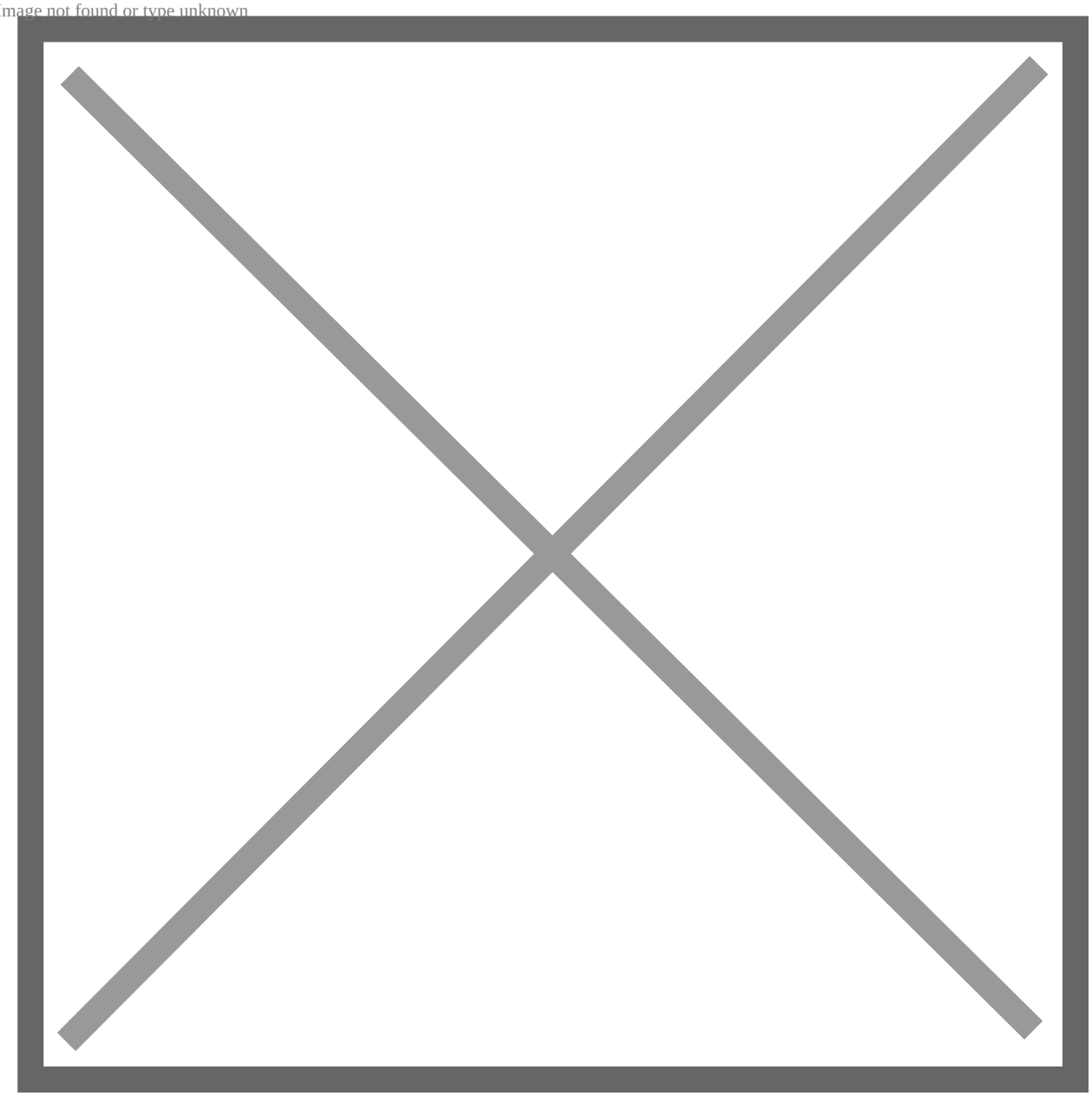

Key Account Management Training

Course Objectives

Delegates attending this training course will:

- Learn how to grow your sales volumes and Key Account business quickly and effectively
- Learn what really counts in the sales process and understand how Key Account decision makers are motivated to make their decisions

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- Understand the importance of personal as well as product/service differentiation and win the business
- Develop strategies for managing “difficult” and “demanding” clients behaviour
- Learn how to engage and compel your key customers to buy from you
- Learn techniques to influence and persuade

- The Critical Decision, What Level of Relationship do we Want?
- A Model that Objectively Identifies the Key Account and the Effective Strategy
- How to Develop Lock-in Strategies?
- Issues to Manage within your Organisation
- Developing the Plan to Influence Others Both Inside and Outside the Account

- Measuring the Tangible Perceptions of Key Players
- Prioritising Key Accounts
- Methodology for the Key Account
- Customer Value and Differentiation
- Traditional Selling vs KAM Development

Learn how to grow your sales volumes and Key Account business quickly and effectively. This 2-day Key Account Management training course delivers step-by-step strategies for getting the attention of decision makers and start winning more business now!