



STRATEGIC ACCOUNT MANAGEMENT

ARISTOTLE ACADEMY

What is your strategy with your key clients?

What difference would it make to have a clear & concise strategy for every client?

How would you measure the value of each client, and what's your target for improvement?

Approach

If you are responsible for the strategic development of your key clients, then this programme has been designed for you. We focus on measurably improving the performance of your accounts. This training is participative, with ample opportunity for sharing best practice, reflecting on case studies and determining your own best course of action.

Key Topics

- Strategic & Tactical Planning
- Personal & Organisational Alignment
- Strategies to secure and develop your position
- Relationship Management
- Managing Expectations

Training Objectives

At the end of this programme, you will be able to:

1. Develop a strategic and tactical plan for each sales opportunity.
2. Strategically align yourself with your clients.
3. Protect your clients from competitors.
4. Identify the key players and influencers in the buying decision process.
5. Improve the strategic relationship and account management skills of your sales force.

Duration

Two Days

If you would like to discuss any one of our programmes please call on +44(0)7803 299337 or email: info@craighilesconsulting.com



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Programme Schedule

Day One

Welcome & Introduction

- Programme Objectives
- Personal Objectives

Strategic Account Management

Developing Your Strategic Plans

- Strategy & Planning
- Strategy Maps
- The Strategy Canvas

Developing Your Tactical Plans

- Relationships & Affinity
- Tactical Planning
- Tactics into Action

Personal Action Planning

Reflection, Discussion & Action

Day Two

Welcome Back & Review

Stakeholder Needs Analysis

- Eliciting Expectations
- Stakeholder Management
- Mapping Outcomes

Managing Expectations

- Communication Planning
- Precision Questions
- Listening

Influencing with Integrity

- Four Pillars
- Sensory Acuity
- Feedback

Coaching the Sales Team

- Personal Development Planning
- Observational Excellence
- Goal Setting

Personal Action Planning

Reflection, Discussion & Action

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