



KEY ACCOUNT MANAGEMENT

PLATO ACADEMY

*What is the nature of your relationship with your customers?
How profitable are your relationships, short, medium and long term?
How do you grow and protect your accounts at the same time?*

Approach

If you are responsible of key accounts in your organisation, then this course is for you! We take a practical approach, balanced with theory and best practice. This is an experiential programme, where we ask participants to bring their challenges and opportunities for live breakthrough's.

Key Topics

- Business Relationships
- Profitability
- Decision Making Processes and practices
- Prioritising
- Account Planning

Training Objectives

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

1. Understand the nature of business relationships.
2. Develop techniques and strategies for developing effective and profitable business relationships.
3. Understand the decision-making process and the influences upon it.
4. How to manage and priorities, their time and activity more effectively.
5. Develop a proactive approach to growing and protecting account.
6. Developing a range of tools to enable them to put together a robust account plan.

Duration

One Day

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

One Day

Welcome & Introduction

- Programme Objectives
- Personal Objectives

Key Account Management

The Nature of Business Relationships

- Rapport Building
- Multiple Intelligences
- Measures of Success

The Value of Relationships

- What are Your Clients Worth to You, & Your Organisation?
- What' Gets In The Way?
- Evaluating Success

Goal Setting

- What Matters Most
- Prioritizing
- Evaluating Success

Proactive Account Planning

- Structure, Systems & Processes
- GAP Analysis Next Steps...

Personal Action Planning

Reflection, Discussion & Action

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