



Key Account Management

Who Should Attend:

- Key account managers, experienced salespeople, sales managers.

What to Expect: Participants will:

- Develop key deliverables between both organizations
- Use planning and process tools to set objectives, and develop strategies, and tactics to achieve them
- Deal with various decision-makers and influencers at all levels of both organizations
- Proactively research and develop relationship opportunities
- Manage the process of change for their customers

Format:

- 2-day workshop

Tools Provided:

- Participants receive a Comprehensive Learning Guide and a Key Account Profile planner

At a Glance

Gain an in depth understanding of the complexities that exist within the servicing requirements of customers designated as Key Accounts, and use the strategic and tactical tools and processes to achieve the customer – supplier relationship required. Key Account Managers are responsible for an organization's major, national, and international accounts. Many are moving their customers relationships into preferred, sole or partnership status.

Immediate Benefits:

- Key accounts are strategically managed
- Relationships are strengthened and enhanced, particularly at the sole supplier and partnership level
- Decision-makers and influencers are positive supporters of all initiatives
- Change implementation is planned and managed

A Better Way To Work

For more information and to see how Priority Management can help you work smarter, contact us at:
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