

# Account Development

Luminaries Consulting, LLC



Is your team spending time on high value activities to strengthen relationships and grow their business? This 1-day workshop will provide a strong foundation of tools, methods and practices to optimize their success. With plenty of activities and time to work on their business, expect for your team to have a renewed growth mindset and an account action plan ready for immediate application.

Individuals who manage a customer portfolio, or lead a team of Account Managers, and are looking to elevate their skillset.

## **Audience**

Helpful for those new to Account Development who are seeking best practicing as well as those with an established customer base who could benefit from time to assess and plan for their business.

## **Participants will be able to**

Put tactics and strategies in place to:

- Build & maintain strong relationships
- Establish a profitable customer portfolio
- Execute with operational excellence

## **The organization will gain**

- A shared vision for Account Leadership
- Renewed growth mindset and customer focused selling approach
- A more consistent customer experience
- Collection of Account Development best practices and techniques to grow the business

# Customized Solutions to Drive Client Impact

Our courses are designed to help all participants learn and grow their business. We also know that every company and team is different, so we offer customized solutions tailored to your unique needs.

## Content Outline

Through a blend of content, best practice sharing and application activities, this course will cover:

- Embrace a growth mindset
- Increase the quality and quantity of relationship connections
- Create your customer portfolio strategy
- Master the conversation
- Own the process

## Pricing

**\$475 / person for 6-8 participants**

**\$450 / person for 9-12 participants**

**\$425 / person for 13-18 participants**

## Customization Opportunities

Customization can be done to any part of the course. Likely areas include:

- An Account Management role definition, competencies, or approach your team currently leverages and/or leadership believes in
- Your organization's customer segmentation and/or account planning process
- Tools or resources for opportunity management, customer relationships management or business insights

## Pricing

**\$0 custom messaging**

**\$1500 for content customizations**