

ACCOUNT MANAGEMENT

Proven techniques and skills for managing and growing existing customers and new accounts.

Special features: Learners can review an existing account with the course tutor. Free eLearning modules and course workbook.

- How to plan growth and increase revenue from existing accounts
- Build and develop essential relationships
- Learn how best to create loyalty and customer satisfaction

"An excellent course and I was able to apply many concepts to my accounts straight away."

Who should attend this course

This half-day course is ideal for all account managers, account support and technical team members; senior managers and executives.

Key learning points include:

- Account management KPI's, metrics and performance goals.
- Sell more to existing accounts, increased customer retention and improved customer satisfaction.
- Manage service issues more effectively, through delegation and managing expectations.
- Create a simple but effective account management dashboard, relationship matrix and opportunity roadmap for each key account.
- Developing a 'best practice' approach to account management using proven techniques.
- Skills and methods to use when managing and developing both existing customer and target accounts.

How you will benefit

More confidence and skills in managing all types and sizes of account.

About the trainer and course format

This course will be delivered by an experienced trainer with a real expertise and knowledge of the subject. The course will be informal, engaging and include many practical activities.

Live online half-day training course: price: £95 plus VAT per person.

£195 per person for one-day classroom workshop, minimum three participants, plus travel costs.

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Account Management: Course Outline

- ✓ Two 90-minute modules live online.
- ✓ Sixty-minute eLearning module.
- ✓ Expert trainer with subject matter expertise.
- ✓ PDF manual for reference.

All points are related to both live and online presentations.

Performance metrics for account management

- Introduction to the PROFIT account management model
- Using practical tools to measure account performance and success

Relationships for account management

- How to build and manage key relationships
- Producing a 'relationship matrix' f
- Developing a coach or advocate

Setting objectives for your account

- Developing a cross-selling strategy
- Setting jointly agreed goals, objectives and business plans

Feedback and Retention – building loyal and satisfied customers

- How to monitor and track your customer's satisfaction
- Building a personalised satisfaction matrix
- Customer service review meetings

Influence

- Getting your message and strategy across to C-level contacts
- Being able to better develop business partnership within an account

Teamwork and time management

- Working with others to achieve your account goals
- Managing and working with a virtual team
- Managing your time and accounts effectively



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