



Key account management

Key account Management is more than ‘farming’ an existing account. It’s about how you maximise the relationships, opportunities and profitability from the key accounts that you manage. It’s about maintaining existing relationships and business, finding new opportunities, cross-selling and up-selling, all whilst keeping the competition out. Whilst this programme is designed for salespeople in a more strategic key account role, the techniques covered would benefit any salesperson who manages large accounts within their portfolio.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

Key Account Management Model

- Understanding the why, what and how of key account management

Key Account Plan

- Creating and using key account plans
- Long term ‘Trusted Adviser’ partnership planning

Stakeholder Management

- Stakeholder mapping and managing the different roles, mindsets, levels of influence and backing
- Leveraging supporters and converting detractors
- Communication strategy - staying in contact, without ‘bugging’ your key stakeholders

Participants will learn to...

- Create, work and accomplish your key account plans
- Develop the status of your relationship from transactional, functional or consultative to strategic partner
- Identify, map and manage your stakeholders
- Leverage supporters and manage and/or convert detractors
- Create a communications strategy for managing key stakeholder relationships