



EFFECTIVE ACCOUNT MANAGEMENT

Course Outline

Course overview and duration

This one-day course is designed to provide delegates with the professional skills and tools that are required in order to formulate and apply an account strategy tailored to their client portfolio needs. This will enable them – and their organisation – to fully develop the most important clients through a partnership approach.

Who will benefit from this course?

This training is particularly relevant to people that are responsible for the strategic planning and the day-to-day management of key customer accounts. It is suitable both for anyone that is new to this role, and for experienced professionals.

What you will learn:

- Understand the role and responsibilities of account management.
- Recognise the differences between account management and selling.
- Develop a strategic approach to managing customer relationships.
- Understand the importance of identifying and influencing the key decision makers and influencers.
- Construct and implement account management plans.
- Define the role and responsibilities of an account manager.
- Build stronger value-added customer relationships leading to increased revenues and profitability.

All delegates will leave the training with a personalised action plan.