

## MANAGEMENT DEVELOPMENT PROGRAMMES

### SALES

Course Title	:	<b>KEY ACCOUNT MANAGEMENT</b>
Course Code	:	Sales: KAM
Course Overview	:	The Account Manager not only has to manage the sale, but the strategy to optimise client spend and loyalty. As the relationship between provider and client evolves, the expectations of service and product supply continue to increase. The need to develop long-term relationships at all levels within the client's purchasing and user teams (through communication links), together with the ability to understand the client's business and objectives, is not only desirable, but essential. This course examines all these issues, and looks at the implementation of account management strategy, delivery and measurement.
Target Audience	:	New managers who want to learn more about how to manage and develop their chosen/target accounts. This course is also for existing sales people involved in Key Accounts who want to step back from their daily workload and explore different approaches or examine their accounts against a different set of objectives or criteria.
Selected Session Topics	:	<ul style="list-style-type: none"> <li>- <b>Your role as an Account Manager (assessing, goal-setting, benchmarking, bridging)</b></li> <li>- <b>Understanding the buying cycle</b></li> <li>- <b>Identifying the Decision Making Unit (DMU)</b></li> <li>- <b>Identifying client expectations</b></li> <li>- <b>Identifying and negotiating mutual goals</b></li> <li>- <b>Implementation procedures</b></li> <li>- <b>Managing change with your client</b></li> <li>- <b>Communication and managing relationships</b></li> <li>- <b>Influencing styles</b></li> </ul>
Key Take-Away	:	<ul style="list-style-type: none"> <li>- Learn how to gain entry into the organisation and implement account strategy.</li> <li>- Learn how to build successful relationships within the organisation.</li> <li>- Learn how to manage multiple relationships</li> <li>- Ability to negotiate by influencing and integrity.</li> <li>- Know when and how to say 'no' within the service cycle.</li> <li>- Ability to measure and monitor the service for successes.</li> </ul>

