



Key Account Management

Online Brochure

Background



The Sales Training Consultancy specialise in open and in-house training programmes for salespeople, sales managers and business professionals in B2B, B2C and Retail sectors.

Our team of highly skilled and experienced sales trainers and consultants have worked with thousands of companies, across the UK and internationally, to improve the performance of their sales teams.

Our trainers are consistently rated 9/10 for their design and delivery of our open and in-house training courses, and our entire team works tirelessly to improve upon their knowledge, presentation skills and innovative methods of delivery to ensure that all our clients receive real value from our training.

Our sales training solutions are designed to be the most comprehensive, effective and tailored solutions available on the market – which is why our sales training team works constantly on incorporating industry trends and technological developments into our delivery methods to help your salespeople become the most effective, confident and efficient sales professionals they can be.

Contact Us Today For More Information

Call Us: 0800 849 6732

Email Us: sales@salestraining.co.uk

Visit Us Online: www.salestraining.co.uk

The Sales Training Consultancy Have Worked With...

The Sales Training Consultancy has worked with a wide variety of clients, across different sectors and industries – both in the UK and worldwide. Some of our clients include:

vmware®

halfords



BARCLAYS

claire's

MERCK
SERONO

Taylor
Wimpey

British Gas



PORCELANOSA®

Monarch



age UK

Bradford & Bingley



Panasonic

ENGLISH HERITAGE

Key Account Management Course

Course Overview

An ideal course if you are an Account Manager looking to acquire the knowledge to enhance the profitability from the accounts you manage.

This course will give you the skills to build long-lasting relationships with clients to ensure client retention, repeat business and are open to cross and up-selling opportunities.

This course is also an ISMM endorsed qualification and by taking a short multiple choice assessment back at work you can receive the "Key Account Professional" certificate from the ISMM.

ISMM endorsement is the industry recognised benchmark for high quality sales training programmes. Supported by their quality assurance system, endorsement confirms that our training programme is professionally designed and delivered to exacting standards.



What Will You Gain From The Course?

- Learn the difference between conventional selling and relationship selling
- Learn how to move from supplier to trusted advisor and partner status with your clients
- Learn techniques and skills to build long-term relationships
- Learn how to use a consultative selling approach
- Learn the importance of running account review meetings with your clients
- Learn to organise objectives for every account that you manage
- Learn how to assess the potential of each account under your control
- Learn how to initiate a communications and relationship plan for each account
- Learn how to create a revenue generation plan for each of your clients
- Learn how to devise a multi-level influencing strategy for other areas of your clients' business

Course Agenda

Introduction

Key Account Management – What Does It Take To Succeed?
Account analysis and prioritising – who and what comes first?
Planning your key account strategy
Managing the relationship
From supplier to partner

Close & Actions

Locations

Hilton Garden Inn

Eastern Perimeter Road
Hatton Cross
London
TW6 2SQ

MTD Training Centre, Coventry

5 Orchard Court , Binley Business Centre,
Harry Weston Road, Coventry, CV3 2TQ
5 minutes off Junction 2 of the M6

The Clayton Hotel, Manchester Airport

Outwood Lane,
Manchester,
M90 3NS

DoubleTree by Hilton – Central London

60 Pentonville Road, London, N1 9LA
Easy accessible via railway and underground

Start/Finish Times

Start: 9.00
Finish: 16.30 – 17.00

Course Fee:

The Key Account Management Course is a formally endorsed qualification by the ISMM. This means that after completing the 2-day course, you can take a short, multiple choice online assessment back at work in order to be awarded with a formally endorsed Key Account Professional Certificate for just a further £29 + VAT.

Course fees without ISMM endorsed qualification – £295 + vat
Course fees with ISMM endorsed qualification – £324 + vat

On-Going Support After The Workshop

After we have delivered your programme we do not just shake hands and take your money. We like to offer you some on-going support.

Included within the cost are 3 unique support options that are available to you.



6 Months Of Unlimited Email & Telephone Support

During the programme and for 6 months thereafter you can email or call your programme leader as many times as you like for help and guidance.

You might be implementing a technique and have a question to ask about it or you might have some difficult sales meetings coming up – no matter what the situation your course leader is on hand to help you. After all, we appreciate that the learning event is just the start of the process!

Online Audio Seminars

We will also give you access to 6 x 25 minute audio sales seminars that you can listen to at your desktop through the internet or download as an MP3.

Each audio seminar has a short and snappy sales technique that will get you thinking about what you are doing and how you are doing it.

Weekly Sales Tips Newsletter

You can also have the option to sign up to our weekly "Sales Tip" newsletter that will be delivered to your inbox.

Booking Information & Questions

CALL US

0800 849 6732

EMAIL US

admin@salestraining.co.uk

BOOKING FORM

Download our booking form from our website, complete it and email it back to us to reserve your place on the course. We will then send you a confirmation letter, invoice and joining instructions. Alternatively you can pay by credit card.