

Selling to Key Accounts

3 Days

This course is for Key Account Managers, providing them with practical and innovative processes, forms and tools so that they can develop and implement plans, strategies and tactics to ensure reliable, profitable and on-going key account business.

WORLD CLASS TRAINING

There is a difference in selling to major accounts or key accounts than in selling to the rest of your account base. This course covers the need for key account management, the principles underlying key account management, identifying key accounts, evaluating opportunities for selling to key accounts, understanding personalities within key accounts, formulating the key account management strategy and developing a Strategic Key Account Development Plan.

You will leave equipped to plan your strategy, execute it effectively and conclude a deal without giving away your profit.

LEARNING OUTCOMES

- The prime outcome from this program is a Strategic Selling to Key Accounts Plan.
- Your Key Account Managers will attend this program, with details regarding a specific Key Account, and leave with a plan to increase success within that account.

WHO WILL BENEFIT

Any member of your sales team whose responsibilities include handling key customers - Key Account Executives, National Account Managers, Field or National Sales Managers and Sales Directors.

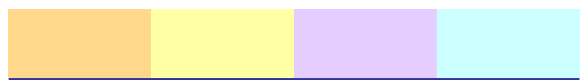
RELATIONSHIP MGT

On this course you will learn how to profile customers based on four key behavioural profiles. You will achieve this by first learning your own behavioural preferences, then how to identify similar tendencies in others. Finally, you will learn how to adjust your style to be more effective when selling, negotiating and planning your account strategies.

You will join over 40 million people who use DISC to become stronger and more effective communicators.

<i>Selling to Key Accounts</i>	1	2	3	4	5
Understand Key Accounts					
Understand the Role - Key Account Manager					
Four P's for Account Success					
People					
Power					
Product					
Purpose					
Opportunity Assessment					
Account Profiling					
Competitor Assessment					
Infrastructure Auditing					
SWOT Analysis					
Key Account Planning					
Creating a Tactical Action Form					

- 1 Little or no experience
- 2 Some background knowledge only
- 3 Able but takes some thought and thus is not used often
- 4 Able but could refresh knowledge and skills
- 5 Mastered and could teach others



CONTACT

1300 POLLAK
 info@ronpollak.com.au
 www.ronpollak.com.au

Selling to Key Accounts

3 Days

TOPICS

- What is a Key Account? ⇒ Strategies
- What is the Role of a Key Account Manager? ⇒ Vision and Mission for Your Key Account
- Management Style ⇒ Customer Overview
- 4-P's for Key Account Success ⇒ Opportunity Assessment
 - People
 - ⇒ Personality
 - ⇒ Position
 - ⇒ Power
 - ⇒ Propensity to Change
 - Product
 - Purpose - Key Account Stages
 - ⇒ Goal Setting
- Process
 - Account Profiling
 - Competitor Assessment
 - Infrastructure Audit
 - SWOT Analysis
 - Preparing a Key Account Plan

PORTFOLIO MANAGEMENT PHILOSOPHY

On this course you look at an account, group of accounts or a territory as similar to a portfolio of real-estate, shares, bonds, or other financial instrument. Effectively, an account can be viewed as an asset, one that needs to be managed. When you take this view, the role of account management changes. It changes from being one that deals with sales from day-to-day, to being more of a portfolio manager.

If you view account management as a portfolio management you it opens new opportunities to measure the success of the account, or small group of accounts that you manage.

Registration Form

Course	Selling to Key Accounts
Delegate	Name:
	Phone/Mobile:
	Email:
Manager	Name:
	Phone/Mobile:
	Email:
Company	Company Name:
	Address:
	State/Post Code:
	Authorising Exec Name:
	Signature:
	Phone/Mobile:

Sydney Fax (02) 9380 5700

Melbourne Fax (03) 9820 4327