

Key Account Skills—1 Day Training Course Outline

Sales
Training

Management
Training

Sales
Development

Accelerate

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Programme Overview

Safeguarding the Key Accounts of any organisation is vital, especially in tough market conditions and our programmes are designed to come up with a practical way of doing just this. Programmes are designed to develop the practical skills of Key Account Management including best practice and tried and tested theory, to reinforce existing skills. At the end attendees will take away a range of tools to create strategic plans for their Key Accounts.



Programme Content

The content of our programmes will always be developed with our client and also the attendees of the programme, allowing them a chance to map out their expectations of the programme itself.

The first stage of our programme is analysing the current situation with your accounts, the clients market place and business environment.

The second stage is relationship mapping including DMU's, Politics, Issues, drivers, catalysts for change and Buyer motivation.

The third stage is identifying and prioritisation of the account(s) key focus areas, building the opportunity plan and determining investment decision priorities.

The final stage is Assessing the competition, including potential competitors from the Client's viewpoint and Forcefield analysis.

At Accelerate UK we believe you learn "by doing" and the content will be centred around many practical exercises, and structured debate.

By the end of the programme attendees will come away with an Opportunity Plan they can use for each of their Key Accounts.