

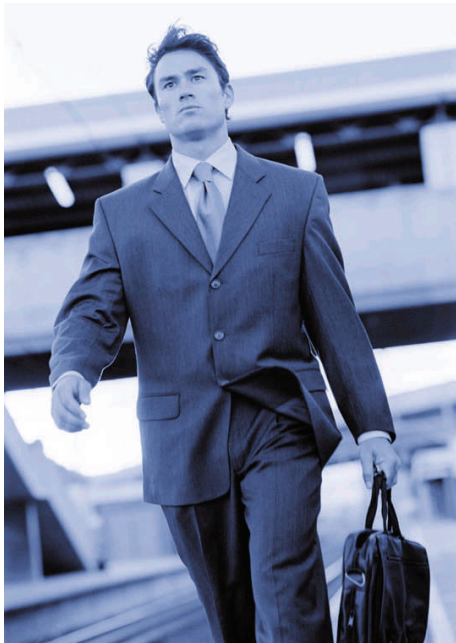


DELIVERING RESULTS...increasing sales

Managing Key Accounts

Introduction

Key accounts are a precious resource to an organisation as they deliver major revenue opportunities. Sales meetings must become business meetings and customer value needs to be understood and delivered against. The sales person needs to transition into an advisor and become consultative in their approach. The 1 day workshop aimed at key account managers who want to develop a structured and proactive approach to managing these strategic relationships. It considers the essential knowledge to select the right key accounts and the methodology to ensure key accounts are won, protected and grown.



Programme Content

- Transition from traditional selling to KAM
- Select and analyse accounts based on potential
- Understand your customers business
- Create strategically linked sales propositions
- Build a virtual account team
- Develop a business proposition not a sales pitch
- Differentiate major accounts from key accounts
- Understand KAM methodology

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