



FourThirds

Win - Grow - Transform

Key Account Management



Who this programme is for

This course is for those who have responsibility for managing face-to-face relationships with customers that have a significant impact on achieving the organisation's business objectives and revenue.

Course overview

Modern business demands that account managers develop stable, long-term relationships with their customers. Key Account Management brings a professional, structured and strategic approach to the development of opportunities with key customers. Only by understanding and employing these professional skills can account managers hope to realise the full potential locked in these key accounts.

Benefits to your organisation and Individuals

Delegates will benefit by developing a relationship-based approach to the account management role, while mastering a wide range of professional and transferable business skills. Delegates will learn how to develop strategic plans to realise your own potential and that of your portfolio. Organisations will benefit from their account managers taking an proactive role in the strategic management process, recognising what can be achieved with each account and developing the potential in their account portfolio. The organisation will realise higher turnover, profit and a more structured and effective selling processes. As well as a more 'joined up' approach to account management throughout the business.

Course Content