Webinar Events
live & interactive

GBC learning

Account Management

Presented by: Craig McGregor

Delivered as: A programme of 3 x 90 Minute Modules, to be taken consecutively

Live and interactive with exercises, discussion and actions to take away

Suitable for:

Anyone who currently manages client accounts or is moving into that role and those involved in business growth and development. You will gain a clear understanding of how to review, analyse and seek potential for growth within your client base or new accounts and how to cultivate and maintain long standing productive relationships

Objectives: By the end of the course you will be able to:

- Read and measure your market potential
- Identify opportunities for growth and new business
- Define your current 'key accounts'
- Understand the power of information
- Understand the client decision-making process
- Assess and improve your current methods and systems
- Build a strategic key account plan
- Understand consultative selling
- Refresh and update your sales technique and tactics

Module 1: Market Potential – 90 Minutes

- How do you identify and value a key account?
- Profiling and mapping your target markets and sectors
- Gathering and using market and client data to grow your business
- Key stages in your client relationships
- How and why they make critical decisions
- Action Points

Practical Homework exercise

Module 2: Turning Opportunity into Orders – 90 Minutes

- Review and feedback on practical exercises
- Mapping your key client contacts and identifying gaps
- Analysing different types of clients
- Matching your business story and sales pitch to your clients' needs
- The NPD structure for effective consultative selling
- Action Points

Practical Homework exercise

Cont…

Cont…

Module 3: Communication and Next Steps Planning – 90 Minutes

- Review and feedback on practical exercises
- Asking the right questions
- Effective Listening skills and using closing questions to gain agreement
- Building a key Account Plan using the proven SOSTAC model

Review, Summary and To-Do lists

Post course:

Action Planning tool to focus on the changes you want to make and how to make them stick

Ask about post-course 30 – 60 minute coaching session with Craig to review action plan progress

For more information or to book please call **020 7256 6668** or email **enquiries@gbclearning.co.uk**