

**DURATION:** One day

**SUITABLE FOR:** Sales and business development people at all levels looking to identify opportunities and grow their key accounts by developing strategies to manage strong partnership relationships.

## Objectives

---

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

- Identify real growth opportunities and define your current 'key' accounts
- Recognise the importance and power of information
- Define what you need to know about each client and will have the tools to find it
- Analyse the client Decision-Making Process
- Assess the effectiveness of your current methods and systems
- Set realistic and challenging goals for each account
- Map out a key account strategy and action plans for current accounts
- Implement a refreshed and updated sales technique

## Programme

---

### Introduction & Workshop Objectives

- Defining a key account
- Recognising, reviewing, and prioritising criteria
- Identifying your real key accounts

### The Solution sale

- Identifying why people commit to key suppliers
- Analysing expectations, needs, and wants so you can build a compelling solution

### Consultative Selling

- A 'transaction approach' using a collaborative, consultative style to add real value
- Develop the processes, skills, and techniques
- How to structure a solution sell that makes total sense
- The importance of raising desire

### Key Account Information

- Information as a power base
- Identifying information gaps
- How to research for and utilize critical information
- Analysing the DMU (Decision Making Unit) and the DMP (Decision Making Process)

### Evaluation of Current Systems

- How do you keep your client information now?
- Improvement methods to add value and purpose to your account management

### Managing Key Accounts

- Who is your customer? Managing multi-faceted relationships
- Planning a key account strategy
- Identifying key success indicators
- Managing other resources
- Building and presenting your account plan

### The Way Forward

- Taking ideas back to the workplace and putting them into action

For more information or to book please call **020 7256 6668** or email [enquiries@gbclearning.co.uk](mailto:enquiries@gbclearning.co.uk)