



NewGrange

TRAINING & SERVICES LTD

Better People, Better Business®

Key Account Sales Management

This one day course will develop delegates selling skills further. It covers the wider skills required to manage Key or Priority Accounts.

This course is highly participative, with group discussion, tutorial, video excerpts, syndicate and practical exercises which are seen in the context of your own business. Delegate numbers are restricted to ten, to ensure participation and individual tutor attention.

Course pre-work by the delegates attending will involve reading a case study which will be used during the workshop (this can be a customised case study).



Who should attend?

All sales personnel who manage or will be promoted to manage client accounts.

Benefits to your organisation

Increased company profits. Sales personnel will apply good account management skills to increase sales, profitability, customer loyalty and satisfaction.

Course Location: On-Site at your premises

Course Duration: 1 Full Day, 9.30am - 4.30pm (date to suit you)

No. of Delegates: 10 delegates max

Course Programme

- Account Dynamics
- The Account Manager's Responsibility
- The Role of a Successful Account Manager
- Strategic Thinking and Strategic Planning
- Levels of Business Relationships
- What motivates people
- The Human side of Selling
- Contact Strategy
- Designing an Account Plan
- Case Studies and Syndicate Exercises

Delegates Receive:

Certificate of Training

Course Notes

Course Materials

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