

# KEY ACCOUNT MANAGEMENT



## Overview

This programme will enable account managers and customer service staff to profile their key accounts, develop a robust contact strategy and improve customer retention and development. They will be able to map those accounts into core categories, identify the decision making units and improve service levels. It will also enable those teams to improve their internal branding and communications strategy with internal customers.

## Who is it for?

For those in an account management or client services role wanting to clearly identify and improve the efficiency in managing their key accounts in order to deliver excellent customer service.

## Course content to include...

- Overview of Key Account Management
- KAM - role & responsibilities
- Identifying key accounts
- Customer profiling
- Customer buying process & decision-making units
- Competitive SWOT analysis
- Account Mapping
- Relational Model
- Account Plan
- Contact strategy
- Project presentations
- Negotiating for success
- SENSE questioning
- Measuring success
- Team planning - ways of working
- Implementing initiatives
- Team branding - vision, mission & values
- Team charter & standards of service

## By the end of the course learners will be able to...

- Identify top 20% key accounts
- Develop a clear contact strategy
- Negotiate more effectively with clients



*Embed the Learning Long Term*

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