

THE IN-HOUSE TRAINING COMPANY

Strategic account development and retention

Overview

Two days of practical advice and guidance on how to maintain and develop key accounts, using a consistently successful strategic approach based on a customised account planning model.

Training objectives

This course will give participants:

- An account planning model
- The skills to use it – immediately

The skills developed over the two days will add value to all the participants' client meetings and client relationships.

Audience

All account managers and senior sales executives.

Format

A highly interactive two-day course involving practical exercises, role play, case studies and specific examples from your company.

Special features

Participants will be asked to bring details with them of two 'significant' accounts. Exercises, planning sessions and role-plays will then be constructed and focused on these real-life examples during the course.

The expert trainer

Graham specialises in providing high-quality consultancy, coaching and training in sales, sales management, customer service and personal productivity. He has a long career in sales and was a top-performing IT and solutions sales professional and sales manager. His most recent full-time role was as Managing Director of Sales Productivity and Development for Thomson Financial, helping develop a large European sales force.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others. In addition he has written over twenty books published in several different countries, including *Companies don't succeed – people do!*, *90 Brain Teasers for Trainers*, *Customer Service Games for Training*, *Sales Training Games*, *Telephone Tactics* and *Working Smarter*.

Known internationally as both a trainer and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from course participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

'Extremely well presented and structured'

'A very intensive course and a lot of concrete tools provided.'

'Useful data, tools and insights; engaging and interesting as always.'

'Very good... contained everything we do on a regular basis and problems we have come across... the exercises made it very interesting too.'

Course outline

1 PROFIT – six principles of strategic account development

- Introduction to the PROFIT model:
 - Performance
 - Relationships
 - Objectives and goals
 - Feedback
 - Integration
 - Teamwork
- Practical account development strategies: overview and case studies

2 Performance

- Use practical tools to help you manage and measure account performance and success
- Design and build a monthly account dashboard for all sizes of account
- Prioritise and manage accounts and customers pro-actively and successfully using proven planning tools
- Develop a cross-selling strategy to integrate solutions into the customer's business as closely as possible

3 Relationships

- How to build and manage key relationships within an account
- Qualifying and managing key influencers accurately
- Producing a 'relationship matrix' for each account quickly and easily
- Approaching and developing new contacts strategically
- Tools and techniques for successful tracking of contacts and call-backs
- Developing a coach or advocate in every contact pro-actively

4 Objectives and goals

- Where are you now? – how to establish your competitive position within an account
- Know how to set, monitor and track key objectives for accounts over the short, medium and long term
- Selling against the competition – developing both long and short term sales strategies

5 Feedback – building loyal and satisfied customers

- The correct way to manage customer expectations and create listening loops within an account
- How to monitor and track your customer's perception and satisfaction with your organisation
- Building a personalised satisfaction matrix for each account

- Customer review meetings: best practice in building loyalty by regular joint planning events
- Understanding the concept of long term customer value and the importance of adapting a customer-focused attitude

6 Integration

- How to integrate your solutions with the customer's business needs and processes
- Spot and react to early warning signals that may cause an account's loyalty to fade, reduce revenue or switch to a competitor
- Developing a loyalty strategy for key accounts or groups of smaller accounts
- Getting your message and strategy across to C-level contacts

7 Teamwork

- Working with others to achieve your account goals
- Gaining internal commitment from your organisation
- Managing and working with a virtual team
- Creating cross-departmental communication loops

8 Putting it all together

- Personal account reviews
- Personal learning summary and action plans

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**TO DISCUSS YOUR TRAINING REQUIREMENTS
PLEASE CALL 01582 469080**

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