

**SSBS032: Managing and Maximising Your Key Accounts****Overview:**

Typically 80% of revenues come from 20% of customers. Therefore it makes sense to focus on key customers. This key account management programme enables account managers to rethink their client strategies in order to deliver benefits to both parties. The programme adopts a practical approach to planning analysing and implementing a closer relationship with participant's strategic accounts.

**Duration:**

1 day

**Objectives:**

- To enhance participants business acumen
- Identify client opportunities
- Identify how to make the transition from supplier to trusted advisor

**Content:**

- Key account management – the cost benefit analysis
- How do you currently rate? – the 4 levels of perception
- What clients want
- The role of the key account manager
- Moving up the buy-sell hierarchy
- Situation appraisal today
- Developing an effective strategy
- Devising your relationship development plan
- Defining the contribution you will make to them
- Performance & satisfaction measures for your account
- Maximising returns on large accounts

**Outcomes/Benefits:**

- Apply the key account management plan to a key account of your choice
- Gain a deep understanding of the total process of key account management
- Gain a more in-depth understanding of your customers
- Develop customer focussed strategies
- Understand how to develop better long term relationships
- Develop your ability to connect more effectively with your key customers