



# Managing Key Accounts

 Duration: 1 to 2 days  Maximum group size: 12 people

## Course overview

Aimed at sales people managing existing customer accounts and who firstly want to employ strategies that maintain high levels of satisfaction and secondly, identify opportunities in which to grow existing or new revenue streams.

## Who would benefit from attending?

Sales professionals who are managing existing customer accounts and who want to develop and grow the revenue generated.

## Core development objectives covered

- What is a Key Account?
- Defining the businesses Key Account criteria
- Maintaining levels of satisfaction & building strong relationships
- Portfolio selling ~ broadening the services / products you offer
- Using account information to identify new opportunities
- Selling to multiple decision makers
- Understanding different buyer types & personalities
- Advanced sales communication skills
- Presenting well-structured client propositions
- Using powerful sales language
- Demonstrating value & clear business benefits
- Skilfully handling objections and Q&A sessions

## Delivery methodology

Futureproof's training workshops require all delegates to take a full and active role throughout. Our mix of trainer led discussion, facilitation, coaching and skills practice ensures that all delegates enjoy an interactive and supportive learning experience.



Want to tailor the content of this workshop and incorporate internal procedures, competency framework, organisational values & work-related challenges?

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