

STRATEGIC ACCOUNT MANAGEMENT

This is also referred to as the Key Account Management (KAM) Program; this course is designed to help account managers develop business relationships with key customers or accounts for long-term strategic gain. Participants are taught how to plan and execute special bonding programs for key accounts in a way that elicits trust and mutual benefits, while enabling them lead clients thinking. The workshop provides participants with tools and tested guides, including an examination of successful case studies as well as practical activities that will enable greater insights into managing strategic clients.



LEARNING OUTCOMES

After completing this class, sales people will:

- Plan and execute special bonding programs.
- Learn to sell more competitively;
- Increase their long-term effectiveness by becoming knowledgeable consultants.
- Learn how to create a positive and productive sales platform.
- Learn how to collect information and understand the needs of the customers.

Format

Instructor-led, 1-days Duration.

Audience

- Sales & Marketing Professionals who frequently make sales calls to customers.
- Decision makers seeking to win business.

Prerequisites

Course Content

Module-1: Introduction.

Module-2: Research/ needs development.

Module-3: Analyses and understanding of the needs

Module-4: Solution Creation and delivery.

Module-5: Closing.

Module-6: After sales.

Module-7: Conclusion.