



T.E.A.M

TRAINING FOR EVERY ACCOUNT MANAGER



Quality and Affordable Sales Training

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.

DEVELOPING & IMPLEMENTING WINNING STRATEGIC ACCOUNT PLANS.

At the center of every successful strategic account relationship is a well-documented account plan. This workshop introduces participants to key concepts and a tool with which to create account plans to drive the relationship and the business from any strategic customer account.



LEARNING OUTCOMES

After completing this class, sales people will:

- gain the skills significant in building solid business relationships while improving sales performance;
- Learn to sell more competitively;
- Increase their long-term effectiveness by becoming knowledgeable consultants.
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SALES OPPORTUNITY MANAGEMENT

A strategic customer often holds significant revenue and margin potentials, however the account manager has to mine and work the account to yield those opportunities. This is the workshop to attend if you are managing a strategic account and your share-of-wallet has remained the same or is increasingly dwindling over the years.

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- 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

- Key Account Managers and Strategic Relationship Managers in B2B settings.
- Individuals who manage high-net-worth key customers.

Prerequisites

Course Content

Module-1: Introduction/ target audience identification.

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.



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