

Key Account Management

MEDIUM : English / Cantonese

Duration: 2 Days

In the new economy, it is inevitable to face tougher competition due to the fact that more and more companies employ technology as a mean to build their cutting edge. In order to excel in such business environment, the effective use of companies' resources in managing clients' expectation become a critical issue. Based on Pareto Principle, providing outstanding services to retain key accounts is vital and turning this customer asset into value can be highly beneficial for a corporation. The objective of this workshop is to provide the necessary understanding and skills for executives to manage their key accounts effectively.

Objectives

Upon completion of this workshop, participants are able to:

- Understand the role and responsibilities of a Major Account-based Manager
- Identify the steps in leading to successful Major Account management
- Develop and Analyze Customer's business issues
- Create dynamic business solutions
- Extend opportunities for growth within the account
- Enhance Account Management Strategies
- Analyze the key Customers to identify their primary source of competitive advantage

Course Outline

1. Introduction to Strategic Major Account Management

- The role and responsibilities of strategic major account managers
- Managing the planning dilemma
- Identify the level of trust and commitment

2. The Account Planning Process

- Gathering information from key accounts
- Critical questions about key accounts
- Account history checklist

3. Analyze the situation of your key account

- Use of SWOT analysis
- Analyze the politics within the key account
- The Competitive Matrix

4. Expanding Business

- Analyze opportunity for business expansion
- Set account vision
- Assessing opportunities for the account

5. Develop objectives and strategies for the key account

- Brainstorming opportunities
- SMART principles in setting business improvement objectives
- Account planning

6. Implementation of the key account plan

- Identification of the key stakeholders
- Key Issues Analysis
- Presenting the key points to customer

7. Fundamentals of Selling

- Concept of Consultative Selling
- Matching the customer's buying process with the selling process
- Understanding the communication process

8. Keys skills in Selling in key account

- The art of listening
- Questioning/ Probing Strategies to get more future development information
- Handling objections