



Skills for Business

Key Account Management

Course Description

Duration and structure

This workshop runs over two days and is tutor led, with each delegate applying the skills directly to their chosen account.

After this workshop delegates will be able to:

- Identify their key accounts
- Identify the buying and political roles of each customer within their accounts
- Understand what motivates customers to buy
- Understand and be able to construct SMART objectives, account strategy and tactics
- Plan their activities and resource allocation in their accounts
- Monitor their performance against plan for each account

Who Should Attend?

Anyone who is generating business with key customers.

Pre- requisites

Each delegate should have details of one account they would like to work on throughout the workshop.

What Do I Do Now?

To book a course or to get more details please complete the Enquiry Form, call us on 01733 567262 or e-mail us at admin@vitaltraining.co.uk

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