

Key Account Management

AN IMPELLUS COMMERCIAL SKILLS COURSE

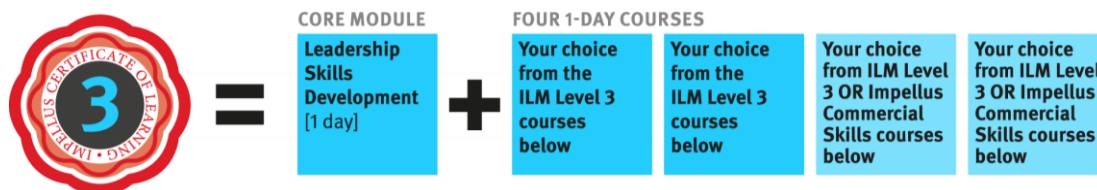
impellus

This programme examines how to manage your clients effectively to help you identify those that are strategically important and that give measurable business benefits. This approach is not only related to the sales function within a business but an organisation as a whole, and reveals the valuable networks you can build with clients that are key to your business.

The course also looks at the psychology behind why customers buy, so that you can select tactics that bring a return on investment and enhance customer relationships over the lifetime of a contract.

For all dates and venues, see [here](#) or call **0800 619 1230**

This course can be taken individually or as an optional module for an Impellus Certificate of Learning at Level 3.



Optional ILM courses: Coaching Skills for Managers, Delegation and Time Efficiency, Developing Winning Teams, Effective Communication Skills, Managing and Appraising Performance, Managing Change and Innovation.

Optional Commercial Skills courses: Finance for non-financial Professionals, Negotiation Skills & Techniques, Presentation Skills & Techniques.

9:00 – 9:30	Delegate registration, refreshments, networking opportunity	
9:30 – 9:50	Welcome, overview and introduction to the programme	
9:50 – 11:15	<ul style="list-style-type: none">• The role of key account management• Exploring the five types of customer relationship	<ul style="list-style-type: none">• Identifying key accounts• Customer satisfaction versus growth potential <p><i>The opening session of the day will help delegates to understand the differences between transactional or transient customers and the attributes that make up a key account. Delegates then develop a deeper understanding of why key accounts are a benefit to business growth and rank their customers to establish where potential business growth comes from.</i></p>
11:15 – 11:30	Break and networking opportunity	
11:30 – 13:00	<ul style="list-style-type: none">• What makes people buy• The psychology of buying <p><i>During this session delegates explore the psychology behind buying in order to identify the right tactics for their business. Time is then spent exploring the markets in which the delegates operate in to consider what drives their customer to make decisions. The importance of organisational alignment between customer and supplier is discussed before identifying areas for improvement in their own organisations.</i></p>	<ul style="list-style-type: none">• Establishing a hierarchy of needs• The role of the supplier
13:00 – 14:00	Lunch	
14:00 – 15:15	<ul style="list-style-type: none">• Anticipating customer needs• Building collaborative networks <p><i>In this session delegates delve deeper into their customers' sectors to identify trends or new products/services for the future. The session also includes network diagram analysis as a way to strengthen 'whole' organisation relationships and move into strategic partnerships. The psychology of buying is revisited to mitigate buyer's remorse and understand the 'decision making' roles within the key account and how to influence them.</i></p>	<ul style="list-style-type: none">• Challenging buyer remorse and doubt• Decision making roles
15:15 – 15:30	Break and networking opportunity	
15:30 – 16:30	<ul style="list-style-type: none">• Meeting your client <p><i>The final session of the day offers delegates the opportunity to consider their impact within key account meetings and explores a meeting structure to base conversations on that improves impact and strengthens relationships. The delegates are then set a team challenge which consolidates the learning of the day before drawing up their own insights and personal action plan.</i></p>	<ul style="list-style-type: none">• Generating greater impact with customers

All Impellus courses are designed to be enjoyable and highly informative. Delegates are given a welcoming and comfortable environment in which to reflect, challenge and learn. The focus is on being able to bring new skills and thinking back into the workplace.