

Managing Key Accounts

Interactive All Inclusive Training Programme with Simulation



A Structured and Strategic Approach to This Vital Skill Set. Integrating Simulation With a Unique Account Planning Tool, Your Key Account Managers Learn How to Maximise Every Business Opportunity and Build Loyalty With Your Key Customers

Description

At key account level, your account managers must build relationships with decision makers, understand the customer's business, anticipate and understand their needs – then create a powerful and compelling business proposal that the customer wants to buy. 'Managing Key Accounts' is an interactive programme that integrates two rounds of simulation to show your people:

- **The Qualities of the Key Account Manager** – the expectations of the role and the combination of skills and knowledge that make high performing account managers.
- **Relationship Development** – unlocking the secrets of creating relationships which produce winning results.
- **The Principles of Key Account Management** - six proven principles which, combined, deliver a powerful strategy to develop, retain and win business. Participants discover the skills and techniques of:
 - Understanding business environments
 - Completing an account analysis
 - Developing trust based relationships
 - Stakeholder management
 - Delivering quality and customer satisfaction
 - Communication – creating clear lines of communication at all levels between customer and supplier.
- **Managing the Key Account Sale** – a step by step process that shows account managers how to manage the sales cycle from start to finish. A combination of skills, best practice and a unique 'sales qualifying tool' ensure a structured and powerful approach to doing business.
- **Consultative Selling Techniques** – managing key accounts is about understanding customer needs and then providing solutions that meet those needs – but you have to know how! Participants learn how build rapport, establish needs, use high yield questions, create winning solutions and maintain control of the sale.
- **Selling at Executive Level** – you can get an appointment with anyone, the challenge is to be invited back! Participants learn the skills to develop mutually beneficial relationships with executive level decision makers.
- **Personal Action Plan** – participants prepare a personal plan detailing how they will use these new skills in their personal roles .**PLUS** they will also develop a business plan for one of their own accounts using a unique 'Account Planner' designed to help key account managers develop the strategy that creates profitable relationships.

Simulation Content

The 'Managing Key Accounts' simulation challenges your people to manage two key accounts over 12 months:

- **The first** – an established relationship where an opportunity exists to increase business, but there is threat from a competitor.
- **The second** – a new account where a business relationship has been established in one area. The opportunity exists to win business in three other areas of this organisation!

The simulation measures performance on the six principles of key account management and sales revenue. This is combined with detailed feedback, as your people meet the challenge to manage these two relationships.

What You Will Receive

The easy to use 'Managing Key Accounts' All Inclusive Training Programme comes with everything you need to deliver the programme. Professionally designed and prepared materials include:

- PowerPoint slides
- One trainer's guide and one participant manual
- Trainer's notebook
- Simulation guide – clear directions on how to install and manage the simulation
- CD containing the Managing Key Accounts simulation, PowerPoint slides and PDF files of all materials, participant manual and certificate template, **which you can print from the disc as often as you wish.**

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How the Programme Works

This All Inclusive Training Programme is designed to be delivered over a full two day period. However, the modular structure allows for delivery over a longer period, should that meet your needs. The simulation is designed in two rounds. The delivery process is that on both days the programme follows three stages:

Stage	Activity	Outcomes
Training	The trainer takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed trainer's guide and notebook are provided. Participants have a detailed manual to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
Simulation Time: 30 minutes	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.
Feedback Time: 60 minutes	Participants review the feedback provided by the simulation and then regroup with the trainer. The trainer will discuss each decision, compare the decisions taken by each group – or individual – and clarify which choices are correct and the learning that sits behind them	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

Group Size - this will vary based on how comfortable the trainer is with large groups. As a minimum we would suggest 12 and as a maximum 20 participants.

Individual Coaching – the programme works very effectively as a one on one event when there is a need to address a specific skill area with one individual

Customised Participant Manuals – each participant manual will feature your logo on the front cover.

Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful, but not essential.

12 Month Licence Fee for material & simulation – charged on a per participant basis:

Min of 6 to 20	£245 ex vat
21 plus	£225 ex vat
50 plus	£195 ex vat

TLSA International

**Paisley House, Farnham Lane, Haslemere
Surrey, GU27 1EU, United Kingdom**

Tel: +44 (0) 1428 658867

Fax: +44 (0) 1428 658849

E-mail: sales@tlsa.co.uk