

# Managing Key Accounts Masterclass



Certificate No 5040



# Managing Key Accounts - Introduction

Managing Key Accounts is a dynamic and interactive programme covering:

- The skills, disciplines and behaviours of professional key account management
- The strategy to acquire, maintain and develop key account business
- Key account planning

This document provides programme information, a summary of content, fees, dates and how to book places.

## Programme Information

### 1. Who is the programme for?

The programme will benefit account managers, sales managers and sales people who are responsible for 'key account management' in a business-to-business environment.

### 2. What are the programme objectives?

The programme is designed to develop the delegates' skills to:

- create a 'value proposition' for each of their accounts
- apply the disciplines of key account management to all of their relationships
- identify new business opportunities in existing relationships
- apply 'consultative selling skills' to retain and develop business.

The programme features a combination of lecture, syndicate and role-plays, which are easily tailored to the job role. Plus each delegate has the opportunity to create an 'account plan' for a current business case.

### 3. What training materials are provided?

All delegates receive a copy of the 'Managing Key Accounts' manual, completion certificate and supporting hand-outs.

### 4. Where is the programme held?

All TLSA open programmes are run in high quality hotels or conference centres.

### 5. Who is the TLSA facilitator?

**Paul Hayden** –Paul has over 17 years' training and development experience as well as much practical experience to draw from. His training career started at Allied Dunbar where he was in charge of setting up and training the head office team responsible for the company's 100 top salespeople. A year later he moved to a permanent training position as the youngest sales training consultant in the company's history. Key clients of Paul's have included KPMG, Prudential, IBM, Lloyds TSB, Bank of Scotland, Barclays, The Chartered Insurance Institute and T-Mobile.

Paul mainly works in banking, finance and insurance. In addition he has experience in medical, logistics, IT, travel, wholesale, chemical, construction and publishing. He has worked in various countries around the world, including Argentina, Vietnam, Poland, Brazil, Turkey, America, Uruguay and Egypt.

Paul is qualified to Advanced Financial Planning Certificate level (AFPC) and achieved a distinction in the Certificate in Mortgage Advice and Practice (CeMAP). In addition he is an NVQ assessor and a fellow of the Institute of Sales and Marketing Management by achievement

Paul has a participative training style with practical techniques that can easily be applied in the workplace. With his knowledge of how we learn, his programmes are extremely memorable.

### 6. What are the fees?

- £795-00 ex-vat per delegate

Fees include refreshments, lunch and all training materials.

Overnight accommodation is not included and should be booked on an 'as required' basis.

## Managing Key Accounts – Summary of Content

Module	Summary of Content	Format
Introduction and Objectives	<p>An opening module in which:</p> <ul style="list-style-type: none"> <li>The objectives of the programme will be explained to delegates</li> <li>Delegates introduce themselves and identify personal objectives and expectations of the programme.</li> </ul>	<ul style="list-style-type: none"> <li>Presentation</li> <li>Personal Exercise</li> </ul>
The Key Account Management Role	<p>A module in which delegates would cover:</p> <ul style="list-style-type: none"> <li>The skills and qualities of the key account manager – plus the opportunity to identify strengths and development areas</li> <li>The day to day and long term responsibilities of the key account manager/relationship manager</li> <li>Habits of effective people – based on Stephen Covey’s work</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Debate</li> <li>Syndicates</li> <li>Personal Action Points</li> </ul>
Relationship Management	<p>In this module delegates cover:</p> <ul style="list-style-type: none"> <li><b>Value propositions</b> - how to create and present a ‘value proposition’ based on the strategic and tactical needs of key account customers</li> <li><b>Relationship foundations</b> – delegates look at four ‘core’ personality styles, identify their own and how they would work effectively with all four. Key to rapport building in relationship management</li> <li><b>Relationship alignment</b> – the need to align behaviours to maximize the quality of relationships with different stakeholders in the account</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Debate</li> <li>Syndicates</li> </ul>

## Managing Key Accounts – Summary of Content

Module	Summary of Content	Format
The Disciplines of Key Account Management	<p>Delegates cover the core behaviours of developing and sustaining key account relationships:</p> <ul style="list-style-type: none"> <li>• <b>Understanding business environments</b> – how to complete an analysis of account values, needs, strategy and tactics to create business propositions that will appeal to the account</li> <li>• <b>Account analysis and coverage</b> – analysing the account to determine the level and frequency of coverage for each stakeholder</li> <li>• <b>Trust and quality</b> - developing trust based relationships</li> <li>• <b>The ‘business to business buying cycle’</b> – a look at how and why businesses buy, covering supplier selection, supplier education, decision timings and stakeholder networks</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Debate</li> <li>• Syndicates</li> </ul>
Managing the Key Account Sales Process	<p>In this module delegates cover the operational steps of managing the key account sale. This covers:</p> <ul style="list-style-type: none"> <li>• Setting account objectives and planning</li> <li>• Managing and timing the key account sales cycle               <ul style="list-style-type: none"> <li>◦ Live dates</li> <li>◦ Decision factors and buying motives</li> <li>◦ Networking stakeholders</li> <li>◦ Preparing and using discussion documents and proposals</li> <li>◦ Stakeholder management</li> </ul> </li> </ul> <p>To support this module delegates are provided with an ‘account planning tool’ which they will use in a case study and be able to apply to their own accounts in the workplace.</p>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Debate</li> <li>• Syndicates</li> <li>• Case Study</li> </ul>

## Managing Key Accounts – Summary of Content

Module	Summary of Content	Format
Selling to Executives	<p>This module covers with delegates the need for the key account manager to develop 'executive relationships' and how to manage them, specifically:</p> <ul style="list-style-type: none"> <li>• Why build executive relationships</li> <li>• How to approach senior executives</li> <li>• What senior executives expect from a relationship</li> <li>• Why senior executives buy</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Debate</li> <li>• Syndicates</li> <li>• Case Study</li> </ul>
Consultative Selling	<p>Consultative selling is one of the core skills of the key account manager. This is a four stage process covering:</p> <ol style="list-style-type: none"> <li>1. <b>Positioning</b> – rapport building, first contacts</li> <li>2. <b>Developing customer needs</b> – high yield questioning, active listening, bridging statements and confirmed needs</li> <li>3. <b>Solutions</b> – creating viable solutions, aligning benefits with needs, dealing with feasibility and value issues, managing customer questions</li> <li>4. <b>Commitment</b> - gaining agreement to each stage, closing and ongoing development</li> </ol>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Syndicates</li> <li>• Practical Exercises</li> <li>• Role Play</li> </ul>
Personal Action Plan	<p>As delegates complete each module of the programme they complete a 'personal action plan' detailing how they will implement learning from the programme in their personal roles. We strongly recommend this is followed up by line management.</p>	<ul style="list-style-type: none"> <li>• Personal Project</li> </ul>

## Managing Key Accounts – Making a Booking

Fees UK £ex-vat		Making a Booking
795-00		<p><b>You can make a booking today by:</b></p> <ul style="list-style-type: none"> <li>• <b>Telephone</b> – please contact our sales office on:               <ul style="list-style-type: none"> <li>○ <b>UK 0845 600 1556</b></li> <li>○ <b>Outside UK 0044 1428 658867</b></li> </ul> </li> <li>• <b>E-mail</b> – send us details of your requirements at <a href="mailto:sales@tlsa.co.uk">sales@tlsa.co.uk</a></li> </ul> <p><b>Payments</b></p> <ul style="list-style-type: none"> <li>• <b>Credit Card: Debit Card</b> – we accept all major credit: and debit cards</li> <li>• <b>Cheque</b> – we will send you an invoice for payment by cheque or electronic transfer</li> </ul> <p>All payments must be made in full at the time of booking.</p> <p>All bookings are subject to TLSA's terms and conditions – see next page</p>
Dates 2009		
Reading	20/21 October 2009	
Manchester	To be confirmed – February 2010	

## Managing Key Accounts – Terms & Conditions

1. The address for all correspondence is TLSA INTERNATIONAL, PAISLEY HOUSE, FARNHAM LANE, HASLEMERE, SURREY GU27 1EU.
2. To guarantee places on a specific programme, payment - either by cheque or credit card - must be received at the time of booking.
3. Every effort will be made to meet your chosen dates, however should a programme be full we will offer you alternative dates.
4. The Booking form is used as our request for payment. All payments will be acknowledged with a VAT receipt. (VAT number: GB 970 7682 83).
5. Participants can be substituted at any time without charge. We would ask, however, that notification of any changes be made to our offices prior to the programme. Please email [sales@tlsa.co.uk](mailto:sales@tlsa.co.uk) or telephone 0845 600 1556 for assistance.
6. Each specific programme in our schedule is a separate event from any other programme. All expenses for the programme, ie the venue, tutor, are incurred under contract with strict cancellation fees. In the event that you are unable to attend the programme for whatever reason, whether business or personal, cancellation fees will be charged in accordance with this clause. All cancellations must be confirmed to us in writing and an acknowledgement received from TLSA INTERNATIONAL. On receipt of this confirmation the notice period becomes effective.

Period of notice given before programme date:	Cancellation Fee (plus vat)	Discount off Subsequent Programme
31-60 days	30%	15%
20-30 days	60%	15%
0-20 days	100%	15%

Non-attendance at the programme will be considered as a cancellation and will be charged at 100% of the fees plus VAT.

7. In the unlikely event of a programme having to be cancelled TLSA INTERNATIONAL will offer participants an alternative date or full refund if an alternative date cannot be agreed.

## Managing Key Accounts – Terms & Conditions

8. If you or one of your participants has a food intolerance/allergy, please inform us at the time of booking.
9. If you or one of your participants needs special access, please inform us at the time of booking.
10. If you receive multiple mailings from us, or there is an error in your own or your company details please accept our apologies. To enable us to correct the error, please forward the correct details so we can update our database immediately to [sales@tlsa.co.uk](mailto:sales@tlsa.co.uk)
11. If you do not wish to receive information from us by direct mail or e-mail, please inform us at [sales@tlsa.co.uk](mailto:sales@tlsa.co.uk).
12. Our programme fees do not include accommodation at venue hotels. However, special rates are often available if accommodation is required. Simply call the venue hotel stating that you are attending a LEADERSHIP AND SALES ACADEMY programme, If the venue is at a conference centre, you will need to arrange your own accommodation and rates directly.

### I hereby agree to the Terms & Conditions of Trading

On behalf of:

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Authorised Client Signature

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Print Name

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Date

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PLEASE FAX THIS FORM BACK TO **0870 770 0738**. Thank you.