



# Account Management

## Course aims

Account Management is a 2 day training course suited to those who need to manage long term profitable relationships with clients.

The aim of the course is for the participants to learn how to create and execute business plans for each of their accounts, and to obtain the motivation and leadership skills to guarantee achievement.



## How it achieves its aims

Exploring the characteristics that make up good account management practice and differentiating between 'account management' and 'account maintenance' activities.

Specific client accounts are then identified and the participants produce detailed account plans for each of them.

During this process the delegates are taught how to create a vision, to plan for success, basic leadership skills, how to measure and track their own performance and how to sustain enthusiasm in the face inevitable difficulties.



## Who will gain from it

The course is for sales managers, sales people, post sales and account managers who are looking to add more power and success to their relationships with their clients. It is customised to reflect your company's products and services.

## Benefits

### Increased income from clients

- create a joint vision for your client
- use a disciplined approach to planning
- turning the vision into reality
- sustain the momentum over long periods of time
- regularly monitor and adjust actions to keep on track

### Improved client relationships

- be clear about what you are doing and why
- communicate and include your plans with your colleagues
- monitor those indicators critical to the health of the client

## Example agenda

Day 1	Day 2
Good account management practice.	Defining the measures for success
Account management versus maintenance	Finding resources
Creating a joint vision of success	Keeping on track
Creating account plans	Dealing with different behaviour types
	Negotiation principles