

Why Buy?

High spots

- **TACK IQ® software** – a key account management process to help you plan, develop and protect your key customers
- **TACK's powerful FIND®** questioning model enables you to identify your customers needs to develop and present truly tailored solutions
- **Personality Profiling** - develop the understanding of how different individuals are influenced and how to adapt your selling style to meet their needs

"Key Account Management put a spotlight on everything I should be doing!"

Please note: This programme focuses on strategy and it is not a sales skills course. Therefore, delegates will need to have received fundamental sales training before attending Key Account Management.

To book or find out more:

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Developing People > Advancing Business

Key Account Management

Protect and develop your most valuable customers with the TACK IQ Key Account Management System

Duration: 2 days Fee: £990 + VAT

Business and personal benefit

80% of your sales will come from around 20% of your customers

The Pareto principle is well known and one that applies to most businesses. It is usually this top 20% of customers - those with the potential to generate the greatest Return on Investment (ROI) - a business will typically define as its Key Accounts. Consequently organisations must pay particular attention to nurturing, growing and retaining these valuable accounts. Needless to say, a skilled Key Account Manager plays one of the most important roles in protecting a business's prosperity.

TACK's Key Account Management programme gives Account Managers the essential edge they need in an increasingly competitive business environment!

Target audience

Anyone responsible for managing significant clients or those who aspire to develop into a Key Account role will benefit greatly from this programme. Commercially focused managers from other disciplines who have responsibility for liaising with customers as part of an account management team will also gain greatly from attending.

Objectives

You will leave the course able to:

- Provide a strategic selling approach for winning and developing significant accounts
- Understand and influence different personality types found in the decision making process within your customer organisations
- Confidently present your offering and win business in competitive selling situations
- Develop and implement a key account management strategy for all your significant customers

Before, during & after your programme

You'll receive support at every stage to maximise your investment and bring your learning to life:

- Pre and de-brief calls to establish goals and assess progress
- One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
- All TACK programmes are interactive in style. We believe in 'learning by doing' to ensure your learning experience is 100% relevant to 'real life' situations
- Comprehensive materials including workbook and Personal Action Plan
- TACK Tips – SMS messages designed to inspire, motivate and reinforce key learning points!

Module

Learning points

Outcomes

After this module you will...

Key account overview

- Definition of key accounts
- Development stages of a key account, simple/complex/transactional continuum
- Why do key accounts fail
- Levels of strategic attention
- Key criteria
- Account attractiveness
- Potential
- Strength of position
- Assessing the opportunity

- Be able to differentiate your key accounts from other customers and clearly articulate why
- Plot your key accounts on the development continuum
- Understand why most key accounts fail and implement actions to anticipate and prevent premature failure
- Establish criteria for determining what level of strategic attention your accounts should be given by assessing the attractiveness in terms of revenue, strategic appeal and product
- Understand your strengths or weaknesses in the account in terms of existing relationship, supply profile and other key criteria
- Evaluate your key accounts in terms of potential success or failure in order to prevent wasting valuable resources in unrealistic opportunities

Research

- The value of intelligence
- Key account background and environment
- Sources of information

- Understand where to obtain information on your key accounts and which information is relevant

Analysis

- Key account positioning
- Client Centred Selling: Power
- Authority versus Influence
- Client Centred Selling: Personality
- Personality types
- Reading behaviour
- Client Centred Selling: Position
- Competitive analysis
- Client Centred Selling: Priority
- Identifying needs and wants
- Buying motivators

- Be able to position your key account in the context of the contribution you are making relative to the contribution your key account wants you to make!
- Be able to apply our proven client centred selling model to develop your key account
- Plot all the key contacts in the account in the context of the authority they have and the influence they wield
- Use a personality profiling tool to understand your own behavioural styles more effectively and be able to determine the primary behaviour styles of your customers
- Position yourself in the key account relative to your closest competitors
- Understand the buying motivators and prioritise the needs of your key accounts

Module	Learning points	Outcomes After this module you will...
Case study	<ul style="list-style-type: none"> - Team exercise using a proven business case 	<ul style="list-style-type: none"> - Powerful case study which gives all delegates the opportunity apply key learning points and practise skills learned
F.I.N.D.® - Investigation	<ul style="list-style-type: none"> - Powerful questioning model using linked questioning and listening skills - Identified / unidentified needs 	<ul style="list-style-type: none"> - Be able to drill down to establish and quantify customer needs, pains and results more effectively enabling the construction of a more accurate value proposition to meet the needs of your key account
Strategy	<ul style="list-style-type: none"> - Business value statement - Account objectives - Forecasting the revenue - Evaluating the partnership 	<ul style="list-style-type: none"> - Clearly establish and articulate your objectives within the key account - Use a quantifiable template to take the guess work out of forecasting - Understand more clearly the quality of the partnership using our evaluation tool
Tactics	<ul style="list-style-type: none"> - Negotiating checklist - Review meeting checklist - Presentation checklist - Tactical event planner - Barrier analysis 	<ul style="list-style-type: none"> - Prepare for negotiations more effectively - Have a format for agreeing key deliverables with your key accounts and a process for reviewing progress and mutually agreed objectives during review meetings - Prepare more effectively for presentations in the key account - Have a tool to plan those key events which will deliver value for both parties - Be aware of barriers to growth
TACK IQ®	<ul style="list-style-type: none"> - Intelligent account management - Software demonstration 	<ul style="list-style-type: none"> - Use our TACK IQ® software to manage your key accounts

Why Buy?

Why open programmes?

With courses ranging from 1-3 days and running regularly across the UK, TACK's open programmes give you access to training and development at a time and place that's convenient to you:

- As well as networking opportunities you'll gain a different perspective from other delegates, their companies, sectors and experiences
- You can be more open and self-critical amongst strangers
- The right programme can be selected to address individual development needs
- Training one or two people at a time spreads your investment
- Departmental work schedules are less likely to be disrupted
- TACK handles all the administration

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Key Account Management

Supporting your career development

Whatever route you take in your sales career, we're on hand to provide support and access to a programme that is specific to your needs.

To support your broader management, leadership and personal development needs, please contact us for more information on our complete range of open programmes.

Leadership	Strategic Sales Management Field Sales Management 2 Field Sales Management	
Developing roles	Managing Channel Partners Marketing Essentials Key Account Management	
Developing skills	Financial Understanding for Sales Professionals Solution Selling Negotiating Skills Presentation Skills	
Foundation	PRO-PAYBACK Selling® in Action	
	PRO-PAYBACK Selling®	PRO-PAYBACK Selling® Blended
	Professional Telephone Selling	
Introducing sales	Appointment Making	Sales for Non-Salespeople

The TACK difference

- Accredited Centre for sales and sales management qualifications from The Institute of Sales & Marketing Management
- Winner of the Sales Trainer of the Year at the British Excellence in Sales and Marketing awards in 2008
- The only training company to have won two National Training Awards for sales training
- First training company to achieve ISO 9001 Quality Assurance, continuously maintained since 1992
- First training company to achieve Investors in People accreditation, maintained continuously since 1991
- Leadership & management programmes endorsed by The Institute of Leadership and Management
- Training designed and delivered in 45 countries and 25 languages

