



Workshop Overview

This course helps you manage accounts effectively in a competitive market where clients can be increasingly demanding. It's for newly appointed account managers and salespeople who wish to learn the most effective way to manage accounts and learn best-practice techniques to engage with clients, negotiate, and providing high levels of service when managing multiple relationships.



Benefits

This workshop will equip you with the know-how to build long-term relationships at all levels within clients' organisations. You will gain negotiation skills to persuade and influence and grow existing accounts and networking skills to grow your existing client base.



Who should attend ?

This workshop is suitable for all sales professionals, account managers, and account directors.

Outcomes & Content

- ✓ Practical exercises to determine the need
- ✓ Assess, set goals, benchmark, bridge
- ✓ Researching and analysing competitors
- ✓ Identify the decision-making unit (DMU)
- ✓ Engage with the buyer's point of view
- ✓ Know client expectations to negotiate mutual goals
- ✓ Work with your client to manage change
- ✓ Learn different styles of persuasion and influence
- ✓ Best practice in database and report management

