

Account Management & Business Development

Duration: 5 Days

Language: en

Course Code: MG2 - 187

Objective

Upon completion of this course, participants will be able to:

- Master advanced key account management principles.
- Develop strategic account plans to drive business growth.
- Enhance client relationship management and retention strategies.
- Implement effective business development techniques.
- Leverage data and analytics for informed decision-making.

Audience

This course is intended for:

- Key account managers and executives.
- Business development professionals.
- Sales managers and team leaders.
- Marketing professionals involved in account management.
- Anyone seeking to improve their key account management skills.

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Including:

- Interactive lectures and discussions.
- Real-world case studies and examples.
- Group projects and collaborative exercises.
- Practical hands-on training with account management tools.

Summary

This comprehensive course will equip participants with the advanced skills and knowledge required for effective key account management and business development. The course emphasises strategic and operational aspects and covers client relationship management, strategic account planning, and business development techniques. Through interactive sessions and practical case studies, participants will learn to enhance client retention, develop strategic partnerships, and drive business growth.

Course Content & Outline

Section 1: Introduction to Key Account Management

- Overview of key account management
- Roles and responsibilities of a key account manager
- The strategic importance of key accounts

Section 2: Strategic Account Planning

- Developing strategic account plans
- Setting objectives and key performance indicators (KPIs)
- Analysing and segmenting key accounts

Section 3: Client Relationship Management

- Building and maintaining strong client relationships
- Techniques for client retention and loyalty
- Handling client feedback and resolving issues

Section 4: Business Development Techniques

- Identifying and pursuing new business opportunities
- Cross-selling and up-selling strategies
- Leveraging partnerships for business growth

Section 5: Data-Driven Decision Making

- Using data and analytics in account management
- Tools for tracking and measuring account performance
- Implementing data-driven strategies

Section 6: Negotiation and Closing Deals

- Effective negotiation techniques
- Preparing and presenting proposals
- Closing deals and contract management

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

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