



'All clients are equal, but some are more equal than others'

DEVELOPING KEY ACCOUNTS

For many business - to - business providers approximately 80% of their turnover comes from 20% of their customer base. Segmented further they will probably find that a much smaller number of actual customers, say top 20, account for between 30 and 40% of their overall turnover.

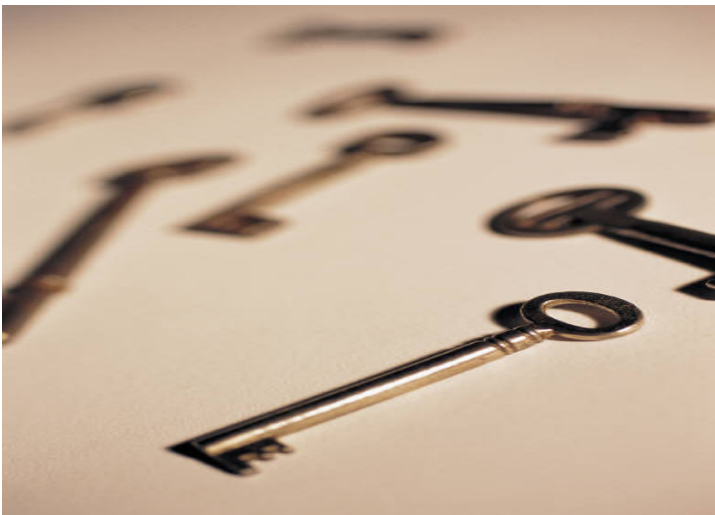
With this in mind it makes sense to look after these customers.

This is what Developing Key Accounts is all about.

This workshop looks at how to identify your key accounts and practical tips and techniques for maintaining and growing these precious accounts.

WHO IS IT FOR?

- Anyone responsible for selling to or managing your largest accounts
- Experienced salespeople who want to know how to develop existing business
- It is also suitable for sales managers or coaches who want to know how to get their salespeople to increase their penetration of key accounts



WHAT WILL IT COVER?

This is a highly practical workshop which combines statistical analysis with practical sales advice.

- **Identifying Your Key Accounts** - How do I separate my highest spending accounts from my key accounts? How do I segment my highest spending accounts? How do I prioritise my sales time?
- **Practical Gap Analysis** - Analysing each client by core business product or process spend? Where are the opportunities? What products or process are they currently using? What products or processes could they be using? Where are the gaps?
- **Evaluating Key Accounts** - What information do you have about your key accounts? What do you know about their business and your contacts? What do you need to know? How will you find this information?
- **Building Rapport** - How do you establish a strong working relationship with your key accounts?
- **Advanced Questioning Strategies** - How do you gain the information you need to maintain and develop the account?
- **Making It Happen** - Seven practical steps to developing a key account

COURSE DURATION:

2 DAYS (split over three weeks)

NUMBER OF PARTICIPANTS: 6 - 12