

Strategic Account Management

Workshop Purpose:

This workshop aims to provide Account Managers with a practical perspective on building and managing relationships in large/complex accounts to retain and generate additional business



Workshop Outcomes:

On completion of this workshop participants will be able to:

- Understand the Decision-Making Cycle of customers – locate customers
- Provide an overview of the current status in the account – **Clarity**
- Demonstrate a situational awareness of the account and contextualise this within our capabilities to do an opportunity assessment – **Opportunity**
- Determine a long-term strategy for major accounts - **Vision**
- Plan to engage customer to develop opportunities – **Engagement**
- Build constructive mutually beneficial long-term relationships – **Relationship**

Who should attend:

Any person involved in account management
e.g. Key Account Managers

Duration:

3-day workshop

This programme is process driven and modular. It can therefore be facilitated over a period.

For a minimum of 8 to a *maximum of 12* participants.

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