

KEY ACCOUNT MANAGEMENT SALES TRAINING AGENDA

Key Account Management Day 1 Agenda	
Dates & Locations to be advised	
0900 - 0915	Registration Coffee
0915 - 0930	Welcome & Introduction Understanding Key Account Management
0930 - 1015	Selecting Key Accounts Looking past revenue to strategic, high value and future growth accounts
1015 - 1115	Planning Defining and measuring success
1115 - 1135	Break Tea, Coffee and refreshments
1135 - 1300	Buying Process Uncovering the buyers Decision Making Unit and buyer motivation
1300 - 1345	Lunch Buffet lunch with an opportunity to answer email, make calls and network.
1345 - 1500	Relationship Selling Understanding sales psychology
1500 - 1520	Break Tea, Coffee and refreshments
1520 - 1700	Human Dynamics Creating and building lasting relationships

Key Account Management Day 2 Agenda	
Dates & Location to be advised	
0900 - 0945	Review of Day 1 Learning Embedding lessons learned
0945 - 1100	Trust Defining, building and sustain Trust in Consultative Selling
1100 - 1120	Break Tea, Coffee and refreshments
1120 - 1300	Key Account Management Plans Creating individual structured account plans
1300 - 1345	Lunch Buffet lunch with an opportunity to answer email, make calls and network
1345 - 1500	Implementing Key Account Management Finding the gaps, moving relationships and initiating success
1500 - 1520	Break Tea, Coffee and refreshments
1520 - 1700	Action Plans Turn learning into results by creating individual action plans

Please note we reserve the right to amend the Key Account Management training agenda and timings without prior notice.

