

Account Management

Overview

Duration: One Day

Account Management is an important role within any organisation. Account Managers are responsible for nurturing customer relationships and increasing sales with their organisation's key customers.

The Account Manager will usually act as a first point of contact for clients; responding to complaints, purchases, project requests and any general queries. Their approach should help maintain client relationships to ensure that they continue to use the company for business. This course can help them learn the key skills they need.

Description

The role of account manager is both important and demanding. The account manager acts as the 'face' of the business and should professionally represent the business by creating a strategy for success and delivering a high level of customer service. Account managers need to be effective communicators, needing to both engage with the client and also develop internal relationships to ensure promises are delivered upon. Another key responsibility of the account manager is to identify business opportunities and help drive business results for their company.

Account Management can be a very challenging role depending on the number of clients, the range of industries the clients represent, and the nature and attitude of the client. The main focus of the role is to provide continual client service to clients, this may include quarterly or annual business reviews, additions to the account in terms of extra services supplied plus face-to-face and online meetings regularly.

The Account Manager will also be responsible for delivering high levels of client service to ensure that clients do not leave, and will need to create a strategy around this. This strategy will depend on the type of client in terms of size of the business commitment, Key Performance Indicators plus contractual agreements which may dictate the framework for the relationship.

Building a personal relationship as well as a business one is key to becoming an effective Account Manager. After all, "It is easier to fire a business associate or employee than it is to fire a friend".

Why should people attend this training course?

Well, just imagine if your employees were better able to:

- Build effective business relationships with clients and help drive sales performance.
- Add value to clients and help ensure their requirements are met or exceeded.

- Measure the performance of their key accounts and adapt their approach accordingly.
- Understand the key attributes required for success and work on developing them.
- Set a strategy for sales success and create action plans for pre-defined goals.
- Monitor and measure their own performance and set their own targets.

Ultimately, this training course will help employees to focus on what is required to succeed in the role of account manager, building a strategy with clear actions and helping the organisation to business success.

Who Should Attend?

This training course is for anyone who works in an account management role or relevant sales function and will assist the participants in improving their working practices, developing customer relationships and in turn increasing business performance and sales success.