









Winning Account Management Strategies[®]



Target Group	Account Managers, client facing staff that works with our key-accounts, Client Directors, Client Managers, Operations Performance Leaders, and Business Directors, Business Consultants
Expected outcome	This program will provide you with the skills and knowledge to plan effective strategies to better account manage and to do so profitably. It will help you understand the dynamics of interpersonal relationships, and show you how to make the most of every encounter with staff, colleagues and clients. It will show you how to define and diagnose what is important to our clients and provide you with the skills to negotiate effectively and with confidence.
About me?	<p>As manager:</p> <ul style="list-style-type: none"> > We want to retain more accounts > We aim to add more value to our key-accounts > We aim to increase our revenue and share within a set of targeted accounts > We want to become more professional and effective in managing our key-accounts > We are looking for a method, process and language that will enable us to manage our larger accounts where there are multiple people involved on both sides effectively > We aim to prevent that our customers will go to tender when the contract with us expires. Our target is to renew with higher margins instead of lower margins <p>I manage/support an important client and need to:</p> <ul style="list-style-type: none"> > Identify the DiSC profile of those with whom you interact and understand how to adapt your communication to get the best out of each encounter daily. > Identify, diagnose and define what is important to my client. > Learn how to quickly create rapport and resonate with my clients. > Establish a stronger brain position by using front talk updates. > Learn how to constantly monitor expectations of each stakeholder, anticipate on changing needs, measure and monitor satisfaction of each stakeholder on the most important performance criteria and build and agree on WITY based action plans. > Learn how to identify and overcome objections, close deals and renew contracts. > Understand the purpose and benefit of an Account Retention Plan and learn how to complete and implement one successfully. > Gain a basic understanding of how to successfully negotiate with my client, whilst maintaining respect and building an excellent relationship > Be able to achieve more in less time
Content	<ul style="list-style-type: none"> > DiSC Profiling > Creating Rapport with Resonating statement > Front talk; presenting your company > How to conduct a WITY based expectation meeting and uncovering objections > Rehearse WITY based expectation meetings > Account Retention Plan Workshop: > Build very actionable account plans during the course > Relationship matrix & action plan > Power questions; really understand the needs > Presentations & customer updates; based on Client WITY > Basic Negotiating Techniques

- > Retention strategies
- > Pre-empting tenders
- > Closing the Retention Deal

Competencies	Perseverance Influencing Conversation skills	Self-assurance Impact Courage
Approach	<ul style="list-style-type: none">  Personal  Interactive  Game or case  Action learning 	<ul style="list-style-type: none">  Debate and discussion  Buddy coaching  Personal feedback  DISC assessment