







Training Workshop – Module Overview

Innesskirk's innovative “**Key Account Management**” is an intensive program building on the fundamentals presented during “**Sales Fundamentals**”. Organizations in today's global business environment require astute account managers who understand that ‘client relationships’ are critical to sustaining profitable growth and corporate success. Networking within an account and becoming skilled at gaining support from multiple influencers in the decision making process will be key to evolving accounts from a customer-supplier relationship into a more preferred sales and/or partnership win-win dynamic.

Superior negotiation skills and heightened appreciation for the decision making process, will allow the delegates to maximize account growth opportunities while thwarting off any competitive threats.

Tutorial sessions, case studies, practical exercises, presentations and syndicate work make this a proactive, hands-on course.

Workshop Objectives – Delegates Will Be Able To...

-  Develop techniques and strategies that facilitate the building of long-term business relationships
-  Understand decision making dynamics in today's economy
-  Effectively demonstrate the use of influencing skills to persuade and motivate all the buyers within an account
-  Develop strong personal links with key decision makers thus turning relationships into sustainable partnerships
-  Recognize and skillfully manage competitive threats
-  Respect account stakeholders and reassure them through the delivery of ‘value-added’ servicing and support

Post Workshop – IMPACT™ Program

IMPACT™ Project – Delegates identify a work related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training content.

IMPACT™ Coaching – The delegates participate in custom-designed coaching sessions to facilitate the completion of their **IMPACT™** Project. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

Workshop Agenda – Day One

WELCOME

Introduction and Course Objectives

Agenda begins with the introduction of course objectives, materials, methodology and pedagogy. Instructor will include the introduction of delegates through icebreaker activity.

Managing the Account

Here, we define what constitutes an account, prioritize which clients are true ‘key accounts’, make the distinction between selling and account management, as well as examine the roles and responsibilities of the performing account manager.

Understanding Relationships

Delegates spend concentrated time on the basic understanding of the different styles of communication. Client behaviours are a function of individual preferences and enhancing one's expertise in this area will positively affect their ability to influence key decision makers within an account.

LUNCH

What Do You Bring to the Table?

Assessing your company's strengths, weaknesses and competitive advantages using a simple S.W.O.T. analysis allows delegates to prepare their unique selling proposition. Thorough research of each client profile helps to prioritize accounts according to investment / return ratios.

Mining the Account Network

This segment concentrates on exploring how to become skilled at strategically managing your identified key accounts, gaining supporters, influencing decision makers and finally evolving the customer-supplier relationship into a more win-win profitable partnership.

Improve Your Account Management Effectiveness

Studying the differences between selling and account management and understanding that one is a front-ended transactional sale versus more a long-term developmental piece of business. Here the nature of business relationships is exposed allowing delegates to focus on efficiently growing profits.

CLOSING

Review the main points of interest of the day, identify possible work-projects and preview day two.



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Workshop Agenda – Day Two

WELCOME

Key Success Factors – 6 Vital Sales Functions

This extensive examination of the key factors that drive superior performance and results exposes the importance of preparation, research and effective questioning skills in the sales process. Explored are such factors as networking with key people and influencers, discovering real client concerns, as well as identifying the possible disadvantages or weaknesses of our own products and services.

Planning a Key Account

This portion of the workshop covers critical elements such as evaluating the potential of each account, learning how to develop the account long-term, recognizing threats and dealing with them, as well as setting SMART goals. Delegates actively prepare existing key accounts in view of presenting during afternoon role-plays.

LUNCH

Becoming 'Top of Mind'

A partnership exists when your client thinks of you first whenever faced with a question, problem or concern. Delegates are quizzed on the merits of strengthening the relationship through regular contact and creating alliances with the different influencers within the same organization to maintain preferred supplier status.

Role-plays (Team)

Delegates are required to use their team-prepared key account plans to negotiate and achieve the best possible outcomes. Outcomes review is analyzed by the group.

Identification of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information acquired during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

CLOSING

Review the main points of interest for the course, deliver course administration such as: evaluation, action plan and deliver delegate certificates.

Do You Have Specific Requirements?

Tailoring for In-Company Delivery

Innesskirk is able to customize this workshop as a one, two or three day event. We can also adapt the content to meet your specific training objectives.

For more information about our In-Company specialized workshop services, email us at info@innesskirk.com to discuss your specific requirements further.



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