

Rhema Sales Force Development Courses

Course Title: Global Account Management

Duration: Two Days

Course Objectives:

As a result of this course you will be able to:

- Understand the global account management process
- Analyse the needs of your global account; provide the right solutions
- Create effective global account management plans
- Involve others more effectively in managing the global account
- Spot and sell new business development opportunities with the account

Course Content:

- The eight steps for effective global account management
- Identifying the customer's market opportunities
- Analysing the customer's operating style
- Unlocking the customer's network
- Creating communication channels
- Identifying the customer's objectives and needs
- Creating new business opportunities
- Managing cross cultural issues
- Working with the customer's global matrix
- Completing and implementing Global Account Management Plans