

# Rhema Sales Force Development Courses

**Course Title:** Key Account Management

**Duration:** Two Days

## Course Objectives:

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

- Understand the customer's buying cycle and use it to open up new business opportunities
- Analyse a customer's needs and problems and produce a gap analysis
- Present solutions to customers to provide them with the best option for their situation
- Build relationships with those influencers in the buying decision
- Form and manage an account management team
- Use effectively Account Management Plans

## Course Content:

- The account management process
- Managing the planning process
- Managing the customer's buying cycle
- Understanding customers' needs
- Building strong relationships within the account
- Managing and influencing key decision-makers
- Presenting new ideas to increase sales
- Managing the account management team
- Implementing account plans