

**EL248**

NEW COURSE

PATHS TO PERFORMANCE

# Manage Your Key Accounts Like a Champion - Online Training

 New courseDURATION  
**8 HOURS**REGULAR FEE  
**209 \$**

## Objectives

As a key account manager, your ultimate objective is to generate as much value as possible for your key accounts. To do this, you need to be able to gain and maintain an in-depth knowledge of your accounts, build a network of strategic relationships and correctly assess your accounts. This course on managing key accounts with Diana Woodburn will give you the keys to success.

## Targeted audience

Sales teams, key account managers.

## Prerequisite

None.

## Content

### 1. Your role as key account manager

- How do you see the role?
- How can you succeed as a key account manager?
- What is your profile?
- Your responsibilities

### 2. Become an expert in your accounts

- Familiarize yourself with your key accounts
- What's YOUR strategy?
- Being an expert in your key account
- Draw your key account market map

### 3. Select your accounts

- Select your key accounts carefully
- Selection that better serves your clients?
- Choosing your key accounts
- Assessing your clients

### 4. Manage your accounts

- No strategic account plan, no management
- Do you have big ideas?
- Categorizing your key accounts
- Measuring the strength of your position

### 5. Build a strong relationship

- Building a network of client relationships
- Who should you build a relationship with?
- Developing your contacts
- Managing your contacts

### 6. Generate as much value as possible

- More added value for your key accounts

## Subscription

Subscription english version

Subscription french version

- How do you create added value?
- Choosing the right relationship level
- Analyzing your accounts

#### **Additional resources**

- Assuming the role of key account manager
- Being an expert in your key account
- Choosing key accounts
- Categorizing key accounts
- Developing your contacts
- Choosing the right relationship level

- **Additional resources**

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