

ADVANCED ACCOUNT MANAGEMENT

"Big efforts + Super Skills = Big Re\$ults"

This advanced account management course is designed to provide experienced professionals with the critical skills and knowledge necessary to effectively manage larger accounts. Participants will learn strategies for managing relationships with (multiple) customers, conducting professional negotiations, and developing comprehensive account plans. The emphasis of this course is on practical application of real-world concepts, allowing for the development of a highly-sophisticated skill set. With insight and understanding from this unique workshop, participants will be better equipped to succeed as highly talented advanced account managers.

Key Course Content:

- Build customer loyalty levels (Reichheld)
- Understand the fundamentals of advanced account management, including budgeting, forecasting, and financial reporting
- Develop strategic goals and objectives for managing short-term and long-term accounts
- Practice advanced complex negotiating skills
- Expand your networking capability
- Develop customer experiences
- Resist the urge to offer discounts and credits
- Actively listen for opportunities
- Ask strategic questions
- Utilise a variety of software and tools available in the field to manage accounts with accuracy and efficiency
- Enhance communication and negotiation skills to effectively collaborate and build relationships with clients



Target Audience:

The course can be tailored for the specific cohort who have large account management responsibilities



Duration:

This course is available as a 2-day course or a truncated 1-day course.



Delivery:

This course can be delivered both in-person or virtually. For virtual delivery, we can use our virtual platforms or your organisations.



Group Size:

We recommend a group size of 4-10 people.