



# ACCOUNT MANAGEMENT

"Account management is about understanding people and relationships."

This course provides participants with an understanding of the key skills needed to successfully manage accounts. Topics include customer service, negotiation, problem solving, influencing and communication. Participants will learn how to identify their customers' needs and create value-added partnerships that strengthen relationships and drive growth. Along the way, participants will develop the ability to anticipate customer expectations and build trust with accounts. By the end of this course, participants will have acquired the skills to confidently handle their accounts and confidently navigate any situation.

## Key Course Content:

- Understand the fundamentals of account management & client service
- Build an effective & successful account management plan
- Develop communication strategies for strong customer relationships
- Identify potential and current customer needs
- Monitor accounts and review performance indicators
- Anticipate changes in customer needs
- Discover some influencing insights (Cialdini)
- Analyse customer data to develop leads
- Accept that you'll get knockbacks unless you don't try
- Use data to develop actionable insights
- Tailor your services to the customer's needs
- Leverage customer feedback to shape development
- Understand the value exchange process
- Practice negotiation skills



## Target Audience:

The course can be tailored for the specific cohort whether it be new account managers or current account managers wanting a skills refresh (or both).



## 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.