

Trends in Key Account Management

Working with key customers is an important activity in most companies in the market. Knowledge and skills you will acquire during this programme and then transfer into your own practise will result in the increase of efficiency and productivity of your work with key customers.

The concept of Business Excellence Model you will learn during this programme while getting ready to put it into practise is an integral part of the key account management. The Business Excellence Model includes an environment where you get a plan for customer management accessible not only for staff members of your company on all levels, but, if you wish, also for your customers. Thus, selling can be upgraded to a level of cooperation on a joint project.

Goals of the programme

- ~ Familiarize with the model for customer management - Business Excellence Model
- ~ Create a customer relationship management system
- ~ Create a plan for a key customer – a pilot project.

Participants in the programme

- ~ CEOs
- ~ Key account managers
- ~ Sales managers

Duration of the programme

- ~ 2 days

Why to take part in this programme?

- ~ To get recommendations for implementation or improvement of the system of work with key customers
- ~ You will have the process control implemented – 20% of the Business Excellence Model
- ~ You will complete a handbook for your key customer management

What is difference? You will get 4 products for one price.

- ~ Training
- ~ E-learning
- ~ Feedback in electronic format with analyses
- ~ Business Excellence Model – software

Organisation and structure of the programme

Structure of the programme

- The role of a Key Account manager, identification of key customers
- Key Customer Relationship Management System – Business Excellence Model
- Creating a plan for a pilot key customer – Business Excellence Model
- Tenders
- Infobase, system for sales negotiations

Organisation of the programme

Name	Date	Place
Trends in Key Account management	April 11-12 2017	Hotel Absolutum