

# KEY ACCOUNT MANAGEMENT

PROTECT AND GROW YOUR BUSINESS



## Triumph in managing your key accounts.

80% of your sales will come from around 20% of your customers. The Pareto principle is well known and one that applies to most businesses.

It is usually the top 20% of customers - those with the potential to generate the greatest Return on Investment (ROI) – that a business will typically define as its Key Accounts. Consequently organisations wishing to enjoy success will pay particular attention to nurturing, growing and retaining these significant accounts.

Needless to say, a skilled Key Account Manager plays one of the most important roles in protecting a business's prosperity. Their ability to understand the implications of the account landscape and consistently identify solutions that work and continuously add value in the eyes of their most valuable customers can never be underestimated.



2 Day Interactive Course

Comprehensive Materials and Resources

Can be tailored for your business

### IMMEDIATE, REAL-LIFE APPLICATION

A participative workshop which provides the relevant tools and processes for participants to apply to their own company, their own accounts (and their own competitors).

For more information, visit [tackinternational.com](http://tackinternational.com) or call us on +44 (0)1923 897 900

## THIS COURSE WILL ENABLE YOU TO:

- Define the planning process required for your complex key accounts
- Develop strategies for penetrating, winning and developing significant accounts
- Influence different personality types of decision makers within your customer organisations
- Analyse all aspects of your accounts decision process, factors and key players
- Utilise the TACK Account Planner as a template for all your key accounts
- Build tactics to manage and grow your relationship and cooperation with key accounts
- Develop a tangible strategy and plan for each account you are managing



WE BELIEVE IN THE INDIVIDUAL

a GI GROUP brand