TACK INTERNATIONAL

Developing People > Advancing Business

Key Account Development

Protect and grow your most valuable customers with the TACK IQ Key Account Management System

3 days £1635 + VAT

Through the TACK Key Account Management System, you will be introduced to a process that has been specifically designed to help plan and execute a sales strategy to suit prospective accounts, including complex long-term ones. It builds in all the planning techniques that are required to help increase profitable sales.

Your company's key accounts are your competitor's key prospects - and vice versa. Your profits depend more on acquiring, protecting and expanding key accounts than on any other single activity. This course will give your Account Managers that all-important 'edge'. They will learn to analyse organisation structures and allow for 'politics'; they will learn to handle competition; they will learn to motivate and negotiate with influencers and decision-makers. What makes this course highly effective is that you focus on one of your 'live' accounts. By working session-by-session on a high value, active account **during the course**, you'll leave with a blueprint for immediate results.

Topics	Outcomes
Definition of Key Accounts and Key Account Management	Learn several definitions of Key Accounts and the process of Key Account Management. Recognise the evolution of certain accounts from the merely transactional to strategic alliances. Ironically one of the biggest issues account managers face isn't the building of stronger relationships, it's gaining **internal** support for the actions that need to be taken to meet clients' expectations.
Identifying your Key Accounts.	Learn how to identify potential Key Accounts through a process that ranks your target accounts according to several criteria including; account attractiveness, account potential and relationship analysis. Helps you to identify and prioritise your accounts and define the correct level of strategic attention.

Topics	Outcomes
The TACK Account Development System **'Intelligent account management'** **The 4 foundation blocks:**	Learn how to apply a system to managing your Key Accounts.
1. Research	1. What research you need to do, to be fully informed about your account, its market, its customers and competition. What data is currently missing? Possible sources of information are explored.
2. Analysis	2. Your 'live' account is analysed for its strengths, weaknesses and threats. 'Who's who in the zoo?' defines the key players, those with **authority** and those with **influence**. We analyse their **power, personality, priorities** and our **position** to give you maximum insight into how to map out your sales strategy. We examine the decision criteria and the process. Financial implications are explored. The potential for partnership is also looked at and analysed. How does your account perceive you and the competition? You evaluate the impact of a product champion. Are you passive or active in this area? Your behavioural style is analysed in-depth using the DISC profile analysis tool. We'll evaluate your behavioural approach in terms of dominance, influence, steadiness and conscientiousness. The results are always revealing about your sales personality and even more revealing when we analyse the preferred behavioural style of your live account customer. You may need to adapt your personal approach to respond to the clients' behaviour. If you don't, you'll find it harder to relate and achieve your account objectives. You'll complete both an analysis on your chosen account and on your own company in relation to its ability to fulfil your clients' expectations.

Topics	Outcomes
3. Strategy **4. Tactics**	3. Revenue forecasts, based on the successful completion of the objectives, are then completed. 4. Account forecasts are looked at. Action plans, strategies and tactics are identified. Key event planners are utilised to decide the action time frames and outcomes. You build a framework for success and control You decide which part(s) of the system are applicable and work accordingly - the system is as flexible as you want it to be. You are the driver. It gives you tangible proof of all your account activities and planning.
Investigation for Key Accounts	Learn how to investigate at senior level. Key Account managers know that skilful investigation is a major contributor to a successful sale. This often involves drilling down several levels on a particular issue to highlight the repercussions, cost or effect of not achieving the desired outcome. The real objective is to use a powerful questioning model to turn the customer's attention to the value of the outcome proposed by illustrating the consequences of not adopting best practice. The technique is known as **'Drill Down to FIND Solutions©'**. The four stages are listed below: ▪ **Fact** questions ▪ **Issue/concern** questions ▪ **Net effect** questions ▪ **Develop solution** questions These are used sequentially and uncover both unidentified needs and identified needs in a conversational, solution-based approach that's highly effective.
Action Plans & CD ROMs	Develop a prioritised plan of action for yourself and your accounts. Leave the course with a CD ROM of all the planning documents that help you implement a winning Key Account strategy.

Delegates said it!

"Completely relevant to my job."

"Put a spotlight on everything I should be doing!"

"Expert training - will find the CD ROM very useful."

Programme high spots
▪ **This intensive 3-day workshop allows delegates to work directly on their most valuable accounts *during the course*, a blueprint for complete understanding and immediate results!**
▪ **'Drill Down to FIND Solutions©' is a world-class questioning model that identifies priorities, concerns, issues, opinions and motivators. Concludes with 'solution' based questions. An essential investigative tool for everyone involved in Key Accounts**

Who will benefit?

Any member of your sales team whose responsibilities include handling key customers - Key Account Executives, National Account Managers, Field or National Sales Managers and Sales Directors. (Please note that basic selling techniques will not be covered at all and it will be assumed that delegates are fully trained and experienced in these subjects.)

Next steps

For further advice and to book a course, please contact us on **01494 766 633** or email us at **info@tack.co.uk**. Your local TACK adviser will be pleased to discuss your training and development needs and this programme in more detail.

TACK IQ - Intelligent Account Management

TACK IQ - What is it?

A comprehensive, electronic system to help systematically protect and grow key customer relationships. TACK IQ has been designed to complement the material taught on Key Account Development, helping delegates apply their learning long after the course has finished.

Key features

- Electronic version of TACK's proven key account development process, Research, analysis, Strategy, Operations and Tactics
- Manage multiple key accounts using single tool
- 'At a glance' home page for each key account - clearly identify any outstanding tasks
- Events planner links with outlook diary - prevent diary conflicts
- Store all documents related to your key account in one place
- Email and print key reports to your boss/colleagues
- TACK library - holds all key handouts for easy access to reminders
- Includes TACK's Customer Centred Selling Process
- Can conduct regular SWOT and compare to previous analysis
- Map out the decision process visually demonstrating 'who's who in the zoo'
- Identify different personalities using DISC
- Assess your competitive position
- Automated forecasting tool
- Technical support by email - iqsupport@tack.co.uk

Benefits for sales managers

- Centralises knowledge management of key accounts
- Helps with the sharing of information on key accounts with wider team, beyond sales
- Access to key account information at the touch of a button (no paperwork) and ability to track ongoing progress of key accounts
- Easy access to key data about key accounts including strategy, actions, observations, forecasts, competition, relationships, decision processes
- Allows sales management to assess if the 'right' people are working on the 'right' accounts - relationships and personalities
- Creates a consistent approach to key account management

Benefits for key account managers

- Portable access to key account information - anytime, anywhere
- Clearly and visually map multiple sites, contacts and locations
- Provide international updates on progress with key accounts
- Coordinate your day to day activities
- Import all key documents (Annual Reports, soft copy brochures etc)
- Assess if any account is a key account using a built in tool
- Incorporates the TACK key account planning process
- Built in negotiation planner

Summary

TACK IQ is an easy to use account development system which will enable key account managers and their management to save time, consolidate critical business information, plan their strategy and ultimately deliver profitable key account business.