



Course

Key Account Management: Prioritise and Create a Profitable Environment



Diomas Group

Diomas Group is a dynamic and forward-thinking boutique consultancy, providing bespoke learning solutions, executive staffing and consultancy services to the private and public sectors.

Diomas Group was founded by Stavros Vathistas and Brad Kenworthy, who have over 30 collective years' experience in the private and public sectors. Our experience spans corporate environments and large-scale and mega events; we understand the complexities of business and the complexities of people.

Our extensive experience in working on high-profile contracts perfectly positions us to support both small and large organisations with their training, executive services and specific project requirements.

We have worked with many different organisations and are fully aware of other consultancies that promise the earth, which is why we stand by our personal commitment to service and collaboration to ensure your requirements are met.

For further information, please refer to www.diomasgroup.com

Our Diomas Group promotional video can be viewed at https://youtu.be/hM_Ht9UXy-w

Our Approach to Your Requirements

Our approach to any Learning Solution is one of education based on best practice, inspiration and knowledge transfer. Using bespoke material together with valuable tools and skills, we ensure you benefit from successful training outcomes and the personal development of your staff. Your staff will discover the right skills and confidence to perform their duties, while offering genuine and exceptional service with care and compassion.

When we design, develop and deliver our bespoke training sessions, we do it with the client in mind. We consider your needs, expectations, and how we'll work with you, to ensure that your staff make the most out of their time with us.

We hate boring and sterile sessions. We guarantee to spend time in an informative, fun and full-of-positive-energy arena. We encourage everyone who attends to share their experiences and we inspire collaborative working. One of our main objectives is to work closely with our attendees, giving them practical, usable skills that will ensure that they create a delegate experience that exemplifies and lives your values.

Course Description

A customer-focused organisation should have a philosophy that only a consistent commitment to customer satisfaction throughout the entire organisation will lead to success.

This amazing training course focuses on how you can build the right company culture, the processes you will need to protect it and how to recognise the most valuable relationships that will lead to long-term growth and financial sustainability.

Discover and experience this fantastic fast-moving opportunity for you to experience the benefits of creating successful and long-lasting client relationships which will help your organisation and your client in the future.

During this course we will explore the behaviour of a true leader in a customer focused organisation. A true leader should lead by example which will result in increased employee loyalty, greater innovation and improved customer satisfaction.

This inspiring training course covers customer service management responsibilities, from the most fundamental tasks of hiring, training, coaching and teambuilding to quality assurance and leadership skills.

This challenging and highly participative programme will focus on creating and managing effective teams, dealing with difficult customers, understanding behavioural styles and proven leadership strategies.

Expected Outcomes

By the end of the course you will have a greater understanding of:

- ✓ The biggest changes and challenges in today's business environment
- ✓ The 4 areas to focus as a Key Account Manager and the power of I.A.M.M
- ✓ The importance of separating and categorising key accounts
- ✓ The importance of prioritisation
- ✓ Communication and the different Communication Styles
- ✓ The importance of being proactive and recognising opportunities for further development of your business
- ✓ The appropriate terminology to help you become more engaging and less forceful
- ✓ The importance of negotiation when dealing with Key Accounts.

Content

- ✓ Analyse Key Account Management
- ✓ Identify Key Account Management's benefits for an organisation
- ✓ The biggest changes in the business environment that affect the organisations today
- ✓ Become part of your clients' story and create loyalty
- ✓ Importance of building and maintaining relationships
- ✓ Key Account Management and Strategic Account management
- ✓ The necessity of a Key Account Management focussed organisation
- ✓ The 4 areas to focus which lead to success
- ✓ How to choose the key accounts
- ✓ Identify and approach the accounts with potential
- ✓ Presentation skills
- ✓ Communication skills
- ✓ Negotiations and persuasion tips, techniques and strategies

- **Duration:** 10hrs (online) or 3 days (classroom)

- **Location**

1. Distance Learning : online
2. Classroom: Doha, London, Munich, Frankfurt, Paris, Dubai, Athens, Milan, Barcelona, Madrid, Amsterdam, Brussels, Riyadh

We are very much looking forward to working with you!

For any questions regarding the above, please contact Stavros Vathistas via email

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