



Account Management Course Overview

Managing your most important customers is key to ensuring long term growth, maximum profitability and client satisfaction. In this 1 day course which can also be run over two 4 hour zoom sessions recruiters will learn how to identify key accounts, set clear account objectives, manage relationships to attract more business, strengthen influence and effectively review accounts to move from successful recruiter to trusted advisor.

This is a full day training course delivered in-person or over 2-four hour sessions using Zoom Video conferencing.

AGENDA HIGHLIGHTS:

- Defining key accounts and elements of success
- Identifying growth opportunities and balancing ROI
- Account mapping and increasing influence
- Goal setting for short, medium and long-term.
- Creating key touchpoints to strengthen relationships
- Structuring account reviews for maximum impact
- Managing the relationship from Supplier to Partner

TARGET AUDIENCE:

- Experienced Consultants wanting to develop their Account Management skills
- Experienced Consultants moving into the role of Account Manager
- Individuals filling multiple roles into clients where there is potential to develop the account further
- Experienced Account Managers who want to look at their strategy for growing accounts.

TRAINERS: Charlotte Clark

LEARNING OUTCOMES:

- Recognise key account potential
- Improve profitability and customer satisfaction
- Create a toolkit of relationship building skills and techniques
- Run highly effective account review meetings
- Learn to establish key objectives for accounts
- Working out relationship and communications plans for each account
- Create a multi-level influencing strategy for other areas of their business

INVESTMENT:

OPEN COURSE – Cost per head:

Virtual £420.00 plus VAT

IN COMPANY COURSE:

prices are based on 8 delegates plus Trainer expenses

Virtual £1,950.00 plus VAT

Face to Face £2,490.00 plus VAT

For further information on the above programme or to discuss your talent development needs, please call **020 3117 0914** or email talentdevelopment@apSCO.org

Courses are available to APSCO members and non-members alike. For non-member prices please contact APSCO Talent Development.