

Protection, Retention and Development of Accounts

The most effective account managers should not only be skilled in getting through to key decision makers, building rapport and winning work, they need to be able to keep abreast of the competition by building long lasting relationships that continually delight the customer.

“If you’re not taking care of your customer, your competitor will”

- Bob Hooley



Celsius Training have designed the following programme to teach account managers the skills they need to ensure optimum results from every account, minimize churn and leave lasting impressions upon all of their customers. Concepts include:

Key Account Management
Meeting customer needs
Building long-term relationships
Value added selling

The Masterclass

In order to help you to achieve greater long-term relationships, leverage more sales and achieve optimum value for and from your accounts, Celsius Graduate Recruitment offers this participative full-day programme. We cover the following:

- Strategic account analysis
- Approaches to managing customer accounts
- Negotiating mutually beneficial solutions
- Importance of customer loyalty
- Organisational brand and reputation
- Customer problem solving
- Partnership development
- Meeting after-sale customer service need

Takeaways

Achieving customer loyalty and retention remains a constant challenge to businesses based within high growth, competitive sectors. Delegates will learn the skills required to manage accounts both strategically and responsively. Our course is offered solely to delegates who work within Technology Sales, meaning that techniques are specifically designed for this sector.