

CLIENT RELATIONSHIPS AND KEY ACCOUNTS MANAGEMENT For Professionals in Law, Medical and Accounting Firm

This course will equip your people especially the marketing team as well as your partners with the necessary knowledge, skills and attitude to analyse and understand emerging roles of their functions. They will acquire the tools and competencies required for ongoing client acquisition, retention and relationship management.

Learning Objectives

Participants will:

- Demonstrate techniques for managing key accounts
- Identify existing and new clients with potentials to becoming key accounts
- Identify the pain points of clients and provide solutions
- Recognize and deal with competitor threats
- Acquire the skills for negotiating and networking within accounts
- Develop strong personal links with the key accounts' individuals, and turn relationships into long-term partnerships
- Respect, reassure and motivate support service associates who service key accounts

Learning Contents

- Concepts and definitions
- The emerging roles of organization's RM
- What clients look for in firms?
- Transaction management Vs. Relationship management
- Understanding your customers
- Identifying and handling decision makers/decision influencers
- Resolving client concerns
- Demonstrating value in a contracted service
- Dealing with informed clients and users who are unfamiliar with legal processes
- Managing expectations service promises versus delivery
- Designing and implementing client- focused service plans
- Key account stakeholders' analysis
- Competitive analysis from the client's perspective
- Account management: your role and responsibilities

Who Should Attend?

Professionals in Law, Medical, Accounting and other practice.

Available as in-plant. Fee: Negotiable

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