

SELLING TO KEY ACCOUNTS

As your key accounts are your competitor's prospects, you must pay particular attention to nurturing, growing and retaining these valuable relationships. This programme offers insight into the key strategic and operational roles as well as the marketing principles that will enable participants to understand the importance of getting the strategy right and building profitable business relationships with key accounts.

Learning Objectives:

Participants will:

- Understand the role of the key account manager
- Build and maintain the ladder of goodwill
- Plan and implement account penetration strategies
- Manage relationships with buyers
- Prepare and present winning proposals
- Acquire win-win negotiation skills

Learning Contents

- The role and responsibilities of a key account manager
- Motivating the customer
- The ladder of relationship
- Account development process
- Strategic Planning
- Implementation, and account penetration strategies
- Developing your value proposition
- Customer loyalty
- Achieving "Trusted Advisor" status
- Managing complaints
- Writing and presenting Winning proposals

- Handling meetings with clients
- Negotiating Strategies
- The financial aspect of selling
- Case studies and syndicate exercises
- Managing different types of people

Fee:

Physical	Virtual (local)	Virtual (International)
₦ 250,000.00	₦ 209,900.00	\$ 165.00

Discounts off regular fees for Open Programme: 3-5 nominations- 5%.

Programme also available as in-plant. Fee: Negotiable

Who Should Attend

Executives, Managers, Officers and Entrepreneurs

Date:

May 12 – 14,

November 4 – 6, 2026.

Property of Impact Consulting Nigeria.

- 10, Obokun Street, Off Coker Road, Ilupeju, Lagos.
- Tel.: +2348023060462,+2348033876456,+2348033014321
- info@impactconsultingng.com