

GLOBAL ACCOUNT MANAGEMENT

COURSE OVERVIEW

Manage global accounts to reach their full potential

- Implement strategies to develop and protect global accounts
- Foster strong multi-level relationships with internal and external stakeholders to successfully implement and develop global accounts
- Analyse relationships, competitors, services and value proposition for global accounts identifying risks and developing strategies to overcome them

For many companies, global accounts represent an opportunity to build lasting revenue streams. However, winning a global account is only the first step. To truly benefit from the full opportunity requires effort at both the global and local level.

Successful Global Account Managers understand the key skills needed to implement a global account and further develop it. They are skilled at building virtual relationships, influencing a wide range of stakeholders with differing motivations and drivers as well as being cognisant of the need to continually look for ways to add value to global customers to win even more, higher-value business.

Our Global Account Management course will equip your salespeople with the skills and understanding they need to successfully implement, engage and manage your most strategic accounts.

For further information visit tacktmi.co.uk. If you would like to speak to a member of the team call 01923 897 900 or email uk@tacktmiglobal.com.



Interactive and Practical Training Course

Available in-person or virtually

Visit tacktmi.co.uk for further information

SUITABLE FOR:

Those individuals in the sales function who are currently or are due to have Global Account responsibilities

YOU WILL LEAVE THIS COURSE ABLE TO:

- Work Global Accounts to their full potential
- Develop effective strategies for implementing global accounts within your business
- Analyse relationships, competitors, services and the value proposition for Global Accounts
- Understand the role of strategic planning and mapping in developing multi-level relationships and ensuring every engagement strengthens your position as a trusted partner
- Create different value propositions for different stakeholders
- Identify risks and strategies for minimising risks
- Understand the role cultural difference play in Global Account Management and how to harness differences to motivate and influence