

# KEY ACCOUNT MANAGEMENT

## COURSE OVERVIEW



### Protect and grow your most valuable customers with TACK's Key Account Management System

- Take away the TACK Account Planner designed to bring consistency to all your key account planning
- Identify your customers' true needs and priorities
- Use behavioural profiling to develop your understanding of how different individuals are influenced and how to adapt your selling style to meet their needs

80% of your sales will come from around 20% of your customers. The Pareto principle is well known and one that applies to most businesses. It is usually the top 20% of customers – those with the potential to generate the greatest return on investment – for which a business will typically define as its key accounts. Consequently organisations wishing to enjoy success will pay particular attention to nurturing, growing and retaining these valuable accounts.

Needless to say, a skilled Key Account Manager plays one of the most important roles in protecting a business's prosperity. Their ability to understand the implications of the account landscape and consistently identify solutions that work and add value can never be underestimated.

For further information visit [tacktmi.co.uk](https://tacktmi.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [uk@tacktmiglobal.com](mailto:uk@tacktmiglobal.com).



**Scheduled Virtual Classroom: £1,399 +VAT**

**Also available as an in-company tailored programme**

**Visit [tacktmi.co.uk](https://tacktmi.co.uk) for further information**

#### **SUITABLE FOR:**

Those who have experience selling and want to develop their ability to sell solutions that address customer's priorities and present offers in terms of their contribution to business goals.

### **YOU WILL LEAVE THIS COURSE ABLE TO:**

- Develop and apply a strategic selling approach for winning and developing all your significant accounts through the application of the **TACK Account Planner**
- Apply TACK's '**Client Centred Selling**' model to plan and implement your strategy
- Evaluate your competitive strength and see yourself through the eyes of your customers
- Analyse the organisational structure and decision making process within client/prospect organisations
- Understand and influence different personality types in the decision making unit
- Identify your customers' true needs and priorities using TACK's powerful FIND® investigation model