



Excelling in Selling - Key Account Management

Master the Skills of a Key Account Sales Professionals. How to build long-lasting relationships with your clients.

Key Account Management is a three programme that will show you how to implement the customer relationship techniques and strategies used by the world's top companies.

**Have you ever lost a deal because you were talking to the wrong person?
Do you get frustrated by the politics of an organisation?
Ever struggled to build strong relationships with certain customers?
How difficult is it to maintain your sales margins? Is it challenging to identify new needs in a familiar account?**

Today's market is tough, and increasing or renewing the revenue of an existing customer has become more difficult than ever. Sometimes the more familiar we with an account, the more difficult it is to find new opportunities. We can also spend a disproportionate time spend at the wrong end of the decision-making process.

If you are to succeed in key account management you need to understand the psychology of why customers buy, and the best way to present your products and services. We will show you how to approach the sales call, engage the customer and exceed your targets. By sharing the skills and techniques used by the very best key account managers across the world you will discover how easy it is to build long-lasting and profitable client relationships.

In the Excelling in Selling - Key Account Management programme you will:

- Appreciate the differences between large and small accounts
- Understand the decision-making process and identify various decision-making levels
- Be able to plan complex accounts
- Identify how to leverage your existing relationships within an account to maximise new opportunities
- Know how to manage your time effectively so that the highest return possible can be achieved
- Explore ways of introducing new ideas to existing customers
- Discover advanced questioning techniques that identify compelling needs
- Develop your current sales presentations and make them more dynamic
- Become more structured in how you handle customer objections
- Understand the key principles of negotiation

Here are just a few comments from our delighted clients:

YELL “..produced the best ever set of results in the history of Yell.”

NHS “Lamore met the specification and programme outcomes perfectly. Absolutely brilliant!”

GOOGLE “..an outstanding training experience.”

OPODO “..training content very relevant and focused for delivering benefits in my role.”



- Be able to negotiate win-win solutions with your clients
- Explore ways of selling through a third party

Who should attend?

Key Account Managers
Sales Directors and Managers
Relationship Managers
Customer Service Representatives
Senior Sales Executives
Anyone who needs to build long-lasting client relationships

Here are three great reasons for attending the Excelling in Selling - Key Account Management programme:

At Lammore Consulting, our mission is to provide training events that entertain, inspire and make a difference.

Inspire: Our delegates come away from our programmes feeling inspired and ready to meet their challenges head on. The material has been researched and written to meet key business needs in the real world.

Entertain: We promise to deliver our training events in an upbeat and fun way. Our speakers are professionally trained and experienced in the world of business and entertainment, and know how to engage an audience.

Make a Difference: A training workshop is only effective if the learning is implemented. All delegates attending a Lammore development programme are followed up through regular online contact to ensure that their personal development plans are being put into action. In addition we encourage 'Action Learning' events to take place within one month of the training being undertaken to re-enforce the key messages of the programme.

MASTERFOODS “..more original and energising than any management book..”

AUTOTRADER “..fun style of training..coupled with in depth knowledge..”

“ an outstanding training experience ”
google

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