

# Trust-Based Account Management Training Workshop

## Overview...

This workshop helps participants make the difference between selling to direct consumers and selling to large organizations, between focusing on the sales-process and developing trust-based relationships, between depending on interpersonal and influencing skills alone and orchestrating the power of internal account teams.

It focuses on interpersonal requirements, such as communication, presentation and negotiation skills, for successful account managers in dealing with medium and large organizations.

## Objectives...

Participants will be able to:

- Understand the dimensions of institutional market and key accounts.
- Define the account's needs, desires, and profile.
- Enhance listening and questioning skills.
- Improve verbal and non-verbal communication.
- Work jointly with the client to formulate strategies.
- Acquire effective presentation skills.
- Learn how to negotiate wants in an assertive manner.
- Understand the importance of trust and loyalty.
- Implement account solutions and follow-up plans.
- Sustain long term partnerships with your.
- Enhance the account team synergy and cohesiveness.
- Build personal commitment and accountability for the success of the business.

## Audience...

This workshop is designed for Sales professionals, including account managers, sales representatives and sales executives - as well as sales managers and vice presidents and directors of sales and marketing - who are seeking account management training that offers best-practice techniques used in major account selling today.

## Outline

### Module -1-

#### Setting the dimension of Account Management

- The account management mindset
- Defining the target market
- The "trust-creation process"

### Module -2-

#### Forming the account team

- Building & Leading the account team
- Involving cross-functional units
- Dividing roles and sharing responsibilities

### Module -3-

#### Knowing your account's needs and motivations

- Reaching prospective accounts
- Analyzing account's internal and external influence factors
- Identifying needs through observation and questions

### Module -4-

#### Building rapport with your account

- Building rapport in the first encounter
- Communicating through body language
- Enhancing empathetic listening

### Module -5-

#### Presenting effectively

- Expressing one-self clearly and appropriately
- Adapting presentations to accounts' realities and interests
- Involving the client during presentations

### Module -6-

#### Sustaining partnership with your client

- Negotiating wants assertively
- Planning the implementation phases
- Building a trust-based partnership plan

## Registration Fees & Schedule...

Fees: 500 KD per participant. (Group rate is available)

Schedule: June 8, 9, & 10, 2008.



For information and registration, please contact:



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