



## Overview

Account managers are not salespeople and to be successful requires a different set of skills. This program introduces participants to the process of account management. The account manager must develop strong relationships with client decision makers, learn how they do business, understand what motivates them, and find ways to add value to each client. Participants will learn to develop account plans, schedule business review meetings, motivate external salespeople, and skills coach.

Participants will learn how to ask that Next Question™ as a coaching tool.

## The Opportunity

Account managers are your "rain makers" and their ability to engage intelligently with clients will drive revenue. Skilled account managers will give you the edge over your competitors.

## The Benefits

- World class account managers
- Long term and productive client relationships
- Higher revenue

## Facilitation & Logistics

We can customise our training for your specific market situation. This interactive, multimedia training program includes case studies and practical exercises to aid learning.

- Course Duration 2-3 days
- Modern training facilities with natural lighting
- Catering optional

## The Program

- Self Assessment
- Selling & Account Management
- Planning for Success
  - Territory management
  - Account management
  - Time management
  - Power, politics & influence
- Account Plan Conversations
  - Sales call Vs a PR call
  - Management meetings
  - Adding value
  - Motivating salespeople
  - Skills coaching
- The Next Question™
  - Obtaining commitment
  - Getting action
- Maintenance & New Accounts

## TFH Consulting Pty Ltd

ABN 64 157 671 424

PO Box 65, Hawthorn BC Vic 3122

Phone: 0420 962 181

Email: [trevorhutchings@me.com](mailto:trevorhutchings@me.com)

Web: [www.tfhconsulting.com.au](http://www.tfhconsulting.com.au)