

# Key account management

'Get closer than ever to your customers. So close that you tell them what they need well before they realise it themselves.'

– Steve Jobs, Co-founder, chairman and CEO of Apple

Key accounts typically represent a disproportionate percentage of your revenue. While your product and pricing need to be strong, it's your **key account managers** who keep customers for the long term.

Key account management conversations differ from sales ones as they aim to assist in achieving the client's strategic goals. They leverage product knowledge and business acumen to provide competitive advantage and deepen the emotional bond of a great client relationship.

Our program focuses on developing the skills to have effective and strategic conversations and agree on clear steps of implementation.

## Key components

- The psychology of performance
- The power of micro-behaviours
- The Key Account Management framework and how to use it to enhance performance
- Creating connection and understanding needs
- Communicating value and gaining agreement
- Adding value and maintaining momentum
- Building a resilient mindset

## WHAT THE NUMBERS SAY

Increasing customer retention rates by just

**5%**

can increase profits by between

**25%-95%**

**58%**

of consumers say excellent past customer service influenced their decision to buy

**46%**

of brands are investing in improving the employee experience so they can better serve customers and ultimately boost retention

## Delivery options



- Self-paced/leader-led interactive resources
- Face-to-face workshops
- Spaced-and-paced virtual workshops

*(Workshop duration flexible)*

**68%** of consumers say they are willing to pay more for products/services from a brand known to offer good customer service experiences

