



e-learning

# Key account management

Key account management does not mean being on friendly terms with selected business partners, but building a professional network of customers. Building long-term customer relationships, implementing benefits-oriented customer acquisition strategies and corporate transparency are all essential. In this course, you will learn how to build more value-oriented and sustainable customer relationships with the help of key account management.

Booking Number: **2780**

Group of participants:

Key account managers, future key account managers and employees who are in direct contact with customers

Duration: **approx. 3.5 hours**

Language:  

Unit price:

**€ 119,-** zzgl. MwSt. | € 141,61 inkl. MwSt.

*Package prices from 50 licenses on request*

## Learning objectives

- ✓ How to prioritise and categorise key customers.
- ✓ How to carry out a key account analysis and to develop effective leadership in non-hierarchic relationships.
- ✓ How to establish a professional relationship management with your accounts.
- ✓ How to develop key accounts and to keep them in the long term.

## Contents

Key account management is a journey	Make sure key accounts are profitable
Assuming the role of key account manager	Choosing the right relationship level with key accounts
Is your culture compatible with key account management?	Following up for your key accounts
Involve the whole company in key account management	More added value for your key accounts
Asserting your leadership in a non-hierarchical relationship	Developing your contacts in your key accounts
Involving your key account team	Building a network of relationships with your key accounts
Running effective key account team meetings	Using measurement as a powerful tool in key account management
Showing leadership as a key account manager	Being an expert in your key account
Choosing key accounts	Get familiar with your key accounts
No strategic account plan, no key account management	Adapt your organisation to the needs of your key accounts
Select your key accounts carefully	The role of processes in key account management
Make sure key account planning really counts	
Categorising key accounts	
Evaluate the profitability of your accounts	



**Information on the web**

[www.haufe-akademie.de/2780](http://www.haufe-akademie.de/2780)



**Let us advise you**

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