

# KEY ACCOUNT MANAGEMENT

## PROTECT AND GROW YOUR BUSINESS



TACKV

### Triumph in managing your key accounts.

80% of your sales will come from around 20% of your customers. The Pareto principle is well known and one that applies to most businesses.

It is usually the top 20% of customers - those with the potential to generate the greatest Return on Investment (ROI) – that a business will typically define as its Key Accounts. Consequently organisations wishing to enjoy success will pay particular attention to nurturing, growing and retaining these significant accounts.

Needless to say, a skilled Key Account Manager plays one of the most important roles in protecting a business's prosperity. Their ability to understand the implications of the account landscape and consistently identify solutions that work and continuously add value in the eyes of their most valuable customers can never be underestimated.



2 Day Interactive Course

Comprehensive Materials and Resources

Can be tailored for your business

#### IMMEDIATE, REAL-LIFE APPLICATION

A participative workshop which provides the relevant tools and processes for participants to apply to their own company, their own accounts (and their own competitors).

For more information, visit [www.inspireone.in](http://www.inspireone.in) or call us on +91 124 482 7214

### THIS COURSE WILL ENABLE YOU TO:

- Define the planning process required for your complex key accounts
- Develop strategies for penetrating, winning and developing significant accounts
- Influence different personality types of decision makers within your customer organisations
- Analyse all aspects of your accounts decision process, factors and key players
- Utilise the TACK Account Planner as a template for all your key accounts
- Build tactics to manage and grow your relationship and cooperation with key accounts
- Develop a tangible strategy and plan for each account you are managing



WE BELIEVE IN THE INDIVIDUAL

a GI GROUP brand

# ABOUT INSPIREONE

InspireOne partners with organisations to help manage these change scenarios and achieve business results through contextualised and inspiring interventions around leadership and people development, strategic alignment and building strong sustainable cultures.

InspireOne is a leading consulting firm with nearly two decades of experience in offering organisational and leadership development solutions. We strongly believe that unparalleled success can be achieved when organisations are able to transform their most valuable asset-their human capital - to organisational capability.

## INSPIREONE'S GLOBAL PARTNERS



3	55+	Fortune 500	6,00,000	300+
Global Partners	Network of Countries	Companies Worked With	People Inspired	Clients Partnered With

We have experience working for an extensive range of companies



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