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Managing Key Accounts

Creating and maintaining a professional, working relationship with buyers is fundamental to success. This highly participative course is all about building and managing that relationship and securing a competitive advantage for both parties.

Course Content

The need to keep the customer informed

Developing a profitable partnership

Internal customers (destroying the 'them and us')

The importance of after-sales service

Successfully handling complaints and problems

Customer care strategy (how to exceed expectation)

Successful negotiating skills

Understanding the **Win:Win** philosophy

Monitoring the account

Developing the account