
Account Management

A one day programme

Sales and internal service departments have, in the main, a poor reputation with their customers and the reasons are many and varied. While there is no substitute for a high quality product, many departments have neglected the opportunity to improve their perceived image by actively marketing services to their customers and appointing account managers. The job of an account manager is to deliver total customer delight, and ensure his colleagues in the company maintain customer focus.

Key elements of account management

It is an account manager's job to manage and control customer accounts and ensure that they do not look elsewhere for the service. The basis of good account management is a culture of proactive contact with the customer's department, at all levels, and a dedication to maintain an excellent level of service. The account manager fights against his/her own department on their customers behalf. A good account manager is a match for any outsider trying to take business away from the internal service or any other company trying to muscle in on their customer.

The programme enables participants to:

- Understand the philosophy of marketing and selling
- Be aware of the importance of selling the total service
- Appreciate the potential of what drives customers
- Learn the skills of managing and controlling the account
- Appreciate the importance of managing customer expectations

Learning outcomes:

At the end of the programme delegates are able to plan, and delivery an improved service to their customers. They will also be able to manage an account significantly better on behalf of their own department. The skills learnt help to reduce conflict and improve the smooth running of the business.

Programme Agenda

Marketing the Services

- The historical background
- The meaning of marketing
- Market planning
- Market research
- Evaluating a market plan
- Advertising and promoting services

Understanding the customer

- The business strategy needs
- What are the critical success factors?
- What are the systems that will help?
- Defining a development portfolio
- Asking the right questions

Controlling the account

- Quality at the bottom line
- Acknowledging customers
- Maintaining contact with customers
- Measuring customer satisfaction
- Customer delight
- Service level agreements

Typical delegates are:

For managers and professionals who need an introduction to marketing and selling. In addition, for those people who work in a service environment and need a practical guide to implement a selling ethos.

Selling the Service

- Problems with selling a service
- Reaching the customer
- Selling interviews
- Benefit selling
- Dealing with objections

Managing the account

- The role of customer visits
- Incorporating customer input
- Establishing an after market programme
- Management monitoring
- The cost of losing customers

Managing customer expectations

- The customer's perception
- The IS people's perception
- How to educate the customer
- Material service
- Personal Service
- Attaining customer satisfaction