



Account Management

1-Day Workshop

MTD in numbers...

2001



the year that MTD has been working with a wide variety of clients (both large and small) in the UK and internationally

25



the number of countries in which we have delivered training

9,000+ clients



250,000+

people trained



49



head office staff, trainers and consultants

4



accreditations
ILM CPD ISM CMI

96%

Feefo customer satisfaction rating



awards won – CIPD, Personnel Today, Learning Awards & HRD

1



head office based in the Midlands and we have Local offices in London & Manchester too



2,000+

digital learning assets available

"We strongly recommend MTD as a training provider for their professionalism and for the results we've achieved."

HR Manager



IN-HOUSE, BESPOKE TRAINING

We will design and deliver a sales training solution that suits your specific needs, addressing the issues and requirements from your training brief that best fits your culture, learning style and ways of working.

OPEN COURSES

From sales people with no previous experience through to sales directors, we run a number of open courses to suit all levels. These are delivered throughout the year at various locations in the UK.

SALES DEVELOPMENT PROGRAMMES

Modular, on-going sales development programmes designed around the needs of your sales people and business. These can range from 5 days to 2 years in duration.

ONLINE SALES TRAINING

We offer a range of online sales courses that can lead to a formal sales qualification.

BLENDED SOLUTIONS

We can offer a fully-blended solution to include not only workshops but also e-learning, video, audio, podcasts, webinars, infographics – you name it!

SALES ASSESSMENTS

Want to benchmark your skills against the best? Our MTD Sales Insight tool will be able to tell you your strengths and weaknesses as a modern day sales professional.



OUR KEY UNIQUE SELLING POINT

"Bespoke, practical and quality training delivered by a trainer experienced in your industry is a 'given'. Where we really make a difference is how we help your sales people to embed and implement the learning after the course. We offer industry-leading post-course support to make this happen so you get a real, tangible return on your investment"

"An excellent, well thought through approach to creating a modern and relevant development program. MTD are inspirational and approachable with years of experience. They have been able to adapt the style and approach to meet the needs and ability of our company to get the results we wanted."

People, Performance and Development Manager

MTD Have Worked With...

Credibility and **trust** are two important factors when selecting an external training partner as you will want to know that you are in safe hands.

From multi-nationals through to the small business, no matter what your industry, size or complexity, we have delivered training to over **9,000** different organisations and have helped over **250,000** sales people that include:



"We have used MTD for several years now because they are exceptional. Great trainers, easy to work with and deliver the results we need."

Head of HR



A 1-day workshop where you will learn how to...

Prioritise, Plan, Manage & Maximise The Profitability Of Your Accounts By Building Strong & Long Lasting Relationships

Overview

Unlock your potential as an exceptional Account Manager, Customer Success Manager or Relationship Manager, by joining our **Account Management Course**. Designed to equip you with the skills, behaviours, and techniques to capitalise on the accounts you manage.

Our **Account Management Training Course** takes an in-depth look at **building long-lasting relationships** with existing clients. This not only increases their retention rate but also encourages them to spend more with you and opens new opportunities for cross and up-selling.

What sets us apart from the competition is our **formal endorsement by the Institute of Sales Management (ISM)**. Our course is an industry-recognised benchmark for high-quality sales training programmes. Upon completion of our training, you will receive a **"Key Account Professional" certificate** from the ISM, which highlights your professional expertise and credibility.

In addition, our course is **CPD Certified (Continuing Professional Development)**, ensuring that you receive a CPD Account Management Certification at no extra cost. This certification ensures your continuous development as an Account Manager and sets you up for future success in the industry.

Don't miss this opportunity to upgrade your skill set as an Account Manager.

Who Will Benefit From The Course?

- Account managers
- Key account managers
- Relationship managers
- Client relationship managers

What Will You Gain From The Course?

- Understand what it takes to move from supplier to trusted advisor and partner status with your clients
- How to create a toolkit of relationship building skills and techniques
- How to run an account review meeting with your clients
- How to establish your objectives for each of the accounts that you manage
- How to calculate the potential of each account
- Working out a relationship and communications plan for each of your accounts
- Account planning – devising a revenue generation plan for each client
- How to create a multi-level influencing strategy for other areas of their business

Introduction & Objectives

Account Management – What Does It Take To Succeed?

- What's the definition of a account within your business?
- What's your role as a account manager?
- The skills, knowledge and behaviours you need to be successful

Account Analysis & Prioritising – Who & What Comes First?

- Maximising business opportunities – how to research, gather intelligence and analyse your clients for revenue potential
- Investment versus return – work out who to spend your time on and what they pay off is
- SWOT analysis on your client accounts – strengths, weaknesses, opportunities and threats

Planning Your Account Strategy

- Creating your hit list based on account potential
- How to develop a account over the long-term
- Setting goals for each account – short, medium & long term
- Creating an account "touch point" strategy – face to face, telephone, email, social media

Managing The Relationship

- Account mapping – how to create the structure of each account – decision makers, influencers etc
- How to structure and run an account review meeting
- Influencing multi-level contacts of an account

From Supplier To Partner

- Understanding the transition from supplier to partner status
- The Trusted Advisor – how to add value over and above what you sell
- Managing the "in-between time" – how to stay in contact without bugging your clients

Close & Actions

Client Comments From Previous Open Courses:

"The sales course was dynamic and very beneficial. I was struggling to make sales before but now I feel really confident that when I get back to the office I'll be able to improve upon my figures"

Grace Mupfurutsa - Sales Liaison Manager - Churchill London

"10 out of 10. The application of the techniques will improve every aspect of my sales cycle as a whole. All I can say is that at not one point of the course did I want to be anywhere else, it was engaging and fun. My idea of how education should be!"

Jamie Gow - Sales Account Manager - NJW Ltd

"The whole course was excellent and I really enjoyed the areas that will help me to communicate with the customer. Mike was excellent at helping everyone from all different backgrounds of knowledge regarding sales. I also really enjoyed the fact I feel I can always stay in touch if I need any assistance."

Tom Astles - Sales Manager - Inroads International

"I now feel I have the confidence to go out, get business and close a deal. Mike was well spoken and helped me understand the subjects that I found tricky"

Ronnie Slater - Print and Production Assistant - SMR Creative

"The trainer kept the subject matter fresh and made it relevant to all participants. I specifically liked the section on questioning techniques and understanding the needs of my clients and then presenting my product and services in light of this"

Georgia Hellend - CRM Manager - HCML Ltd

"The course formalised selling into a process which I could easily understand and pathed the way for long term sales success. Mark was enthusiastic (not overly so) and inspirational"

Paul Callaghan - Sales Engineer - Ably Shelters

"Your trainer was very good. The course was well presented and very relevant to my role as a sales director"

Paul Getland - Sales Director - NJW Ltd

"Thanks for the course, it was great. Rest assured, I wouldn't have any problems recommending the course to my fellow colleagues. I found it extremely useful and thought provoking and thought the course leader was a great facilitator and tutor"

Garry Cochrane - Account Manager - Fine Ltd

"This course will give me the competence to succeed and was exactly what I needed. I now understand my buyers a lot better and I have improved my questioning skills so much. Mark was excellent with a thorough knowledge of the subject - it was great fun with a nice bunch of people too"

Parminder Singh - Industrial Sales Co-ordinator - Rotherham College

"This course was very useful and enjoyable. I got some great ideas from it which I will easily be able to into practice. I loved the idea of letting the client buy from me rather than actually selling to them"

Max Raja - International Media Executive - Air Transport Publications

Locations

Manchester

Crowne Plaza, Manchester Airport

Ringway Rd, Airport, Manchester, M90 3NS

Coventry

The Village Hotel & Leisure Club, Dolomite Ave, Coventry, CV4 9GZ

Heathrow

Hilton Garden Inn Heathrow Airport, Eastern Perimeter Road, Hatton Cross, London, TW6 2SQ

Central London

DoubleTree by Hilton Central London, 60 Pentonville Road, London, N1 9LA

Require Accommodation?

MTD Sales Training has negotiated special discounted rates with local hotels if you need somewhere to stay.

Please contact us and we will make sure that you receive preferential rates.

Start/Finish Times

Start: 9.30am

Finish: 4.30 – 5.00pm

Registration Fee

The course fee is **£295 + VAT**

Included Within The Registration Fee:

- Course manual
- Course materials
- Buffet lunch
- Servings of tea and coffee throughout the day
- ISM "Selling Skills Professional" certificate & CPD certificate
- 3 months access to 800+ online courses via our Skillshub platform
- Unlimited email and telephone support from your trainer after the course

Formal Endorsed Qualification & Certificate

The Key Account Management Course is a formally endorsed qualification by the **ISM** and is also **CPD Certified**. Upon attending the course you will receive the **"Account Management Professional"** certificate from the ISM and a CPD certificate.



Ongoing Support After The Workshop



After the training, your sales people can email their trainer at any time for help or guidance. They might be implementing some techniques that they have covered on one of the workshops and want some tips on how to implement it for their specific situation.

Whatever the reason, your trainer is available for your staff whenever you need us

Learning is just the start of the process! We will be with you every step of the way while your staff implement what they have learned.

Next Steps & Booking Information

Questions/Queries

Call us - 0333 320 2883

Email us - enquiries@mtdsalestraining.com

Once You Have Booked

We will then send you a confirmation letter, invoice and joining instructions. You can pay through invoice or card.

Booking

If you would like to book a place on this course please call us on 0333 320 2883.

Alternatively please book online at:

<https://www.mtdsalestraining.com/account-management-training/booking-form>

Details of locations, dates and availability for each course are at:

<http://www.mtdsalestraining.com/schedule>