



Sales Training Specialists





Account Management Training

1-Day Course

MTD Sales Training, 5 Orchard Court, Binley Business Park, Coventry, CV3 2TQ
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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 ISP CMI

96%

Feefo customer satisfaction rating

5

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

xerox

What we offer at a glance…

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 an ability of our company to get the results we wanted."
People, Performance and Development Manager

Allianz

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

MERCK

Account Management

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

This 1-day Account Management Training course is designed to equip you with the practical tools, commercial insight and strategic confidence you need to succeed in today's complex client landscape.

Whether you're new to account management or looking to sharpen your existing approach, this workshop will help you build and maintain strong, trust-based relationships that go beyond day-to-day service delivery - enabling you to become a true partner to your clients.

What sets us apart from the competition is our formal endorsement by the Institute of Sales Management (ISM). Our Account Management Training is an industry-recognised benchmark for high-quality training programmes.

Upon completion of this course, you will receive a "Account Management Professional" certificate from the ISM, which highlights your professional expertise and credibility.

You can attend this course along with others from different businesses or if there are a number of you, we can run this course as an in-house version and tweak anything that you need.

Course Objectives

By the end of this course, you will be able to:

- Move from supplier to trusted advisor with every client
- Use segmentation and prioritisation frameworks to manage accounts more strategically
- Build and map multi-level relationships across complex client organisations
- Run structured account reviews that add value and uncover growth opportunities
- Identify and mitigate churn risk using
- account health scorecards
- Apply value-pricing and return on investment (ROI) messaging to upsell with confidence
- Plan touchpoints and communication strategies that keep you front of mind
- Build a renewal and retention plan
- that protects long-term revenue

Target Audience & Who Will Benefit:

- Account Managers
- Key Account Managers
- Client Relationship Managers
- Customer Success Managers
- Anyone responsible for growing and retaining accounts

Course Agenda

Introduction & Objectives

Account Management – What Does It Take To Succeed?
- What does excellent account management look like today?
- How your role impacts revenue, retention and margin
- A quick look at today's account management toolkit

Account Analysis & Prioritisation
- Strategic segmentation - prioritising effort vs potential
- Quality Index, SWOT and CEDAC - understanding each account's true position
- Creating a portfolio plan that maximises return on time and resources

Strategic Planning For Growth
- Creating account-specific SMART objectives and milestones
- Using the Account Health Scorecard to track risk, growth and success
- Revenue planning across short, medium and long-term milestones

Stakeholder Influence & Relationship Mapping
- Visual mapping of decision-makers, influencers and blockers
- Levels of influence in complex buying groups
- Developing a multi-level contact strategy
- Creating trusted advisor relationships

Value Creation & Commercial Thinking
- How to co-create value and uncover opportunities
- Building stakeholder-specific messaging
- Commercial acumen - understanding cost, price and value
- Pricing with confidence and positioning ROI

Renewal, Retention & Customer Success
- Renewal psychology and customer expectations
- How to evidence ROI and value delivery before the end of the contract
- Downtime engagement strategies - remaining front of mind without being pushy
- Designing a renewal plan for your accounts

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

DoubleTree by Hilton, Paradise Way, Coventry, Walsgrave on Sowe , CV2 2ST

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

Bristol

Holiday Inn Bristol Filton Hotel, Filton Road, Hambrook , Bristol, BS16 1QX

Reading

Holiday Inn, Reading-South M4 JCT.11, Basingstoke Road, Reading, RG2 0SL

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
- ISP "Account Management Professional" certificate & CPD certificate
- Unlimited email and telephone support from your trainer after the course

Accredited Course & Certificate

The Account Management Course is formally accredited by the **Institute of Sales Professionals (ISP)** and is **CPD Certified**. When you complete the course, you'll receive an **Account Management Professional** certificate from the ISP 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