



Key Account Management

A blueprint guide to follow for first-class Key Account Management

9 - 10 January 2023

This is an **interactive Virtual Instructor-Led Training (VILT)**.
Kindly ensure you have a working Webcam and Headset with Microphone.

BY THE END OF THE COURSE, DELEGATES WILL

- **UNDERSTAND** the nature and importance of rapport and how to build it easily
- **LEARN** how to build your elevator pitch
- **KNOW** how to build a value proposition that works
- **UNDERSTAND** the power of listening and good questions
- **HAVE** a framework to use for managing any sales meeting
- **LEARN** how to deal with obstacles
- **UNDERSTAND** the pre close and closing sale processes

- ✓ Strictly limited number of seats to ensure maximum learning and experience for all delegates
- ✓ Thorough and customised program to address current market concerns
- ✓ Provision of a digital certificate to delegates at the end of the training