



DIGITAL ACCOUNT MANAGEMENT

Key account manager roles are key to a business growth potential. A good account manager is the one who takes the responsibility for managing the relationship with the prospects of the organization. Our Digital account management course aims to introduce learners to a variety of sales methods that will ensure they have sufficient understanding of the basic principles of account management, such as Sales Operations/Management Specialization, Account Management & strategic planning and sales management, responsibilities of a sales manager and different kinds of sales operations processes. Furthermore, you will learn how to implement a sales strategy to meet customer needs and increase customer satisfaction.

COURSE OUTLINE

- Fundamentals of Digital Key Account Management
- Account Planning and Value Proposition
- Developing an Account Pipeline for Future Growth
- The Process of Creating Proposals and Closing a Deal
- Systems and Tools to Support Account Management
- The Ability and Confidence in Managing Key Accounts
- Communicating More Effectively with Key Customers
- Increased Forecast Accuracy and Certainty of Outcome

Choosing the Right Course to Study for My Career

When coming to making a career choice, there is no right or wrong career; it all lies with you, your passion, and interests. However, what you want to achieve, and how you plan to get yourself there, you can leave that with us.

If you're struggling with deciding which course would suit you, we recommend you speak to our course specialist who will assist with helping you to decide what is best for you and with help in getting you registered. Today!

KEY LEARNING POINTS:

- Better understanding your customers to ensure a great relationship.
- Implementing the total process of key account management
- Confidently managing clients in all situations.
- Learning active listening skills.
- Clear strategy for consolidating current business and future growth.
- Developing an annual strategic plan for maintaining and growing business with a channel partner and reseller.
- Understanding common reasons for relationship friction and the risk of churn.
- Executing a framework for handling common issues in channel or reseller partnerships.
- Comparing and contrasting the roles of customer service, customer success management, account management, and key account management.
- Executing a framework for handling common issues in strategic account management involving enterprise accounts.

COSTS

Once Off: R 7 500