



Strategic Account Management

A 1 hour interactive workshop designed to deliver in house or via tele-training. This workshop follows on from Strategic Sales Techniques and Preparation of Proposals and Tenders.

Who should attend: Account Managers responsible for running major accounts and company owners and managers interested in learning these techniques.

Outcome expected: Participants will understand cost of delivery issues, implementation techniques and the importance of negotiation.

Workshop Content:

1. **You've won!**
 - What next?
 - Implementation – what to consider

2. **Negotiating key performance indicators**
 - What are they
 - What is fair
 - What is achievable

3. **Client Reporting**
 - How to set it up
 - What to offer

4. **Managing for profitability**
 - Managing consultant KPI's
 - Cost control
 - Value adding

5. **Review Meetings**
 - Setting an agenda
 - Developing the relationship
 - Skills in negotiating difficulties

How to contact us:

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