

KEY ACCOUNT PLANNING



KEY ACCOUNTS - PLANNING AND MANAGING WORKSHOPS

COURSE OVERVIEW

The **Key Accounts - Planning and Managing** workshops have been designed to provide participants with knowledge relating to how to establish key accounts through understanding the sales process, identifying the people involved, building appropriate relationships, establishing trust, monitoring the buyers' decision making, partnering (if required) and ethically influencing the final purchasing decision.

The course will cover:

- Establishing the profile of an 'ideal' customer
- Developing Key Accounts for new and existing customers
- Identifying the strengths and weaknesses within a Key Account
- Finalising the Key Account Planning process

Who should do the course?

The course is targeted at Sales Managers, Operational Managers, Quarry Managers and Quarry Supervisors, Technical, Sales and Laboratory staff.

Learning Objective

1. The six important components of a Key Account Plan (KAP)
2. The important considerations that underpin a KAP
3. The four possible outcomes from every sales encounter
4. The two major reasons people make a buying choice
5. An overview of the Key Account Management Process
6. Aspects of buying psychology
7. Determining the many 'WIN' scenarios
8. What creates an effective partnering relationship
9. Key effectiveness issues in customer/salesperson relationship management
10. Understanding your client base and the importance of the customer's Organigram
11. Identifying all 'Buyers' and their 'ranking' in your customer's business
12. The four potential Buyer response modes
13. Understanding the characteristics and importance of the four types of 'Buyer'
14. Rating and assessing your buyer's 'response mode'
15. Key Account prioritisation
16. Understanding a SWOT analysis and the value of using 'Stop Signs' during the planning process

17. Using Stop Signs in the planning process to determine actions moving forward
18. How to leverage from strengths and identifying what they are
19. The 'do's and don'ts' of eliminating each of the Stop Signs
20. How to evaluate and update information using a 'Buying Influence Chart'
21. Creating and/or revising 'alternative position' proposals
22. The 10 steps of the Business Review and Development process (BRAD)
23. Keeping the 'CLOSE' simple.
24. How to effectively 'close the deal' with a client taking into account sales objectives, Stop Signs and alternative position proposals

CPD hours: 6.5 hours - Technical Training. A completion certificate will be issued once finished

Delivery and Duration

Delivery is via FOUR, one and a half hour, interactive Zoom sessions. Each workshop will be recorded.

Corporate booking:

The IQA can arrange risk training for a corporate booking. If you would like to book delivery (either face to face or virtually) for your staff, please call the IQA on 02 9484 0577.

SUPPORTING EDUCATION MATERIAL

The IQA also offers a number of other courses to support knowledge of quarrying processes. Examples of these include:

- Introduction to Quarrying
- Slope Stability
- Hazard Identification
- Respirable Crystalline Silica

For a full list of courses and resources visit www.quarry.com.au

GENERAL AWARENESS MATERIAL

The IQA has released a number of resources such as fact sheets and toolbox talks that support general awareness for the industry. These resources are designed to provide general background information and cover a number of topics such as RCS, stress, diversity and much more. Please visit the IQA website for more details.

FURTHER INFORMATION

The Institute of Quarrying Australia (IQA)

02 9484 0577

admin@quarry.com.au

www.quarry.com.au