

Manage Your Key Accounts Like a Champion



Timeo-Performance
Get results

CrossKNOWLEDGE
A Wiley Brand
AUTHORIZED PARTNER



QUICK VIEW

100% distance-learning



Approximately
6-8 hours



Sales teams,
key account managers

As a key account manager, your ultimate objective is to generate as much value as possible from your key accounts. Gaining and maintaining in-depth knowledge of your accounts, building a network of strategic relations and correctly assessing your accounts are the key skills that you need to master in your role. So how can you develop these skills?

This course on managing key accounts with Diana Woodburn will give you the keys to success.

FOLLOW THE PATH

The role of a key account manager

1

Get to know your key accounts

2

Select your key accounts

3

Manage your key accounts

4

Build a strong relationship

5

Generate as much value as possible

6



DIANA WOODBURN

Specialist in managing key accounts. Consultant and trainer for major international organizations. Visiting Fellow at Cranfield School of Management. Co-Author of *Key Account Management: The Definitive Guide*.

FOR PROVEN BENEFITS

Boosting business excellence



Effectively monitoring and providing value for key accounts