

## Deepen Collaboration

### Workshop

## DC-WS-12 – Empowering Sales Excellence: Mastering Key Account Management and Customer Service

### Delivery Format

Live online or live in-person.

### Who Should Attend?

This workshop is targeted at sales professionals involved in solutioning, servicing, account management, and sales primarily via phone interactions. It is ideal for both seasoned professionals and those new to the field, such as recent university graduates.

### Course Aim

This workshop is designed to equip sales professionals with advanced skills in key account management and customer service excellence. The aim is to enhance their ability to build lasting relationships, effectively manage key accounts, and deliver exceptional customer service, thus driving increased sales and customer loyalty in a B2B context.

### Duration

1 Day (8 Hours).

### Learning Outcomes

By the end of this workshop, participants will be able to:

1. Strategically categorise and prioritise key accounts to maximise business outcomes.
2. Initiate and sustain proactive sales conversations with existing accounts to uncover new opportunities.
3. Employ advanced communication and questioning techniques to deeply understand client needs and align solutions accordingly.
4. Deliver customer service excellence that not only meets but exceeds customer expectations.
5. Manage difficult customer interactions with confidence and professionalism, ensuring customer satisfaction and loyalty.
6. Utilise customer feedback and insights to drive continuous improvement and business growth.

## Topics Covered

### Session 1: Strategic Key Account Management

- Understanding the importance of key account categorisation and prioritisation.
- Techniques for effective account growth: expanding influence beyond initial contacts.
- Implementing the 80/20 rule for maximum efficiency and impact.
- Skills for initiating and managing ongoing sales dialogues.

### Session 2: Advanced Questioning Techniques

- Crafting questions to uncover hidden needs and opportunities.
- Aligning account strategies with client business goals and timelines.
- Utilising meeting templates and strategic questioning to facilitate effective planning sessions.

### Session 3: Customer Service Excellence

- Principles of outstanding customer service in a B2B context.
- Techniques for managing first impressions, building rapport, and effective communication.
- Handling complaints and difficult situations with poise and resolution.
- Best practices for telephone, online, and face-to-face customer interactions.

### Session 4: Practical Application and Role-Playing

- Interactive role-playing scenarios to practice sales and service conversations.
- Group discussions on handling real-life sales and customer service challenges.
- Strategies for asking for and leveraging referrals to expand business opportunities.

### Session 5: Creating Lasting Customer Relationships

- Techniques for ensuring ongoing customer engagement and satisfaction.
- Tools for measuring and achieving customer service metrics.
- Strategies for building loyalty and advocacy among existing customers.

### Session 6: Wrap-Up and Commitment to Action

- Participant sharing of key takeaways and commitments to apply new skills.
- Development of a personalised action plan for each participant to implement learned techniques in their roles.

This comprehensive and interactive workshop will utilise a blend of theoretical instruction, practical exercises, role-playing, and group discussions to ensure that participants are not only inspired but also empowered to apply these skills immediately in their roles.