SP-KAS - Key Account: dealing with key clients

Soft skills - Sviluppo organizzativo e Coaching -

Durata:	Lingue:	Certificazione:
3 Giorni	**Italiano**	**-**

Descrizione del corso

Objectives: • Providing participants with the professional elements for an increasingly important position • Learning how to interact with key clients and how to captivate, interpret and read them, whereas they are the most important resource for the company • Offering an overview of the cultural climate in a customer-oriented company Audience Vendors, area or product managers, department or field managers that are interested in learning aspects of this crucial position

Programma

The globalization of markets
- The five trends of the scenario
- Saturated markets require new placements
- Strategies: do they still make sense?
- The new relationship between client and supplier
- New needs (without forgetting the old ones)
- A new position: the key account
- The psychology of the role
- The habits required by the role
- The abilities required by the role

The strategic role of the client
- The customers: do I know them?
- Customer Relationship Management (CRM)
- The customer database

ITCore Group

Via Balestra, 12
6900 Lugano (CH)
+41.091.9760019
www.itcoregroup.com

Via Lanino, 36
21047 Saronno (VA)
+39.02.84108669
www.itcoregroup.com

- The customer satisfaction: what is it and how do I measure it?
- What tools can I use?
- How to bring information to the company
- How to read the future
- Discovering distinctive competences

Corporate climate and culture in a customer-oriented company
The system of expectations
- Delegation, control and decision-making
- Channels and networks: reading the company
- The development of complexity
- The project management in response to complexity
- From hierarchical system to teamwork: advice for successful teams

Time management
- Time as a competitive variable
- Time-consuming activities
- What to do?
- Emergency or urgency
- Working effortlessly reduce mistakes and stress
- A method to manage time
- Matching personal and business goals
- Everything deserves its time
- Defining what is primary, useful or valuable
- Delegating is saving time
- Delegating is building trust

The communication
- External and internal communication
- How can I evaluate the corporate image?
- The interpersonal communication
- Inductive behaviors
- Principles of deep communication
- Understanding and making ourselves understood
- Public speaking: creating a positive image of ourselves and of the company
- What is attractiveness?

• Three fundamental techniques

The negotiation
• Dealing with conflict of responsabilities
• The double adherence
• Managing meetings
• The most appropriate mental frames
• Inactivity at work: how to get rid of it
• Overcoming difficult moments: embarrassment, manipulation, aggressiveness
• The three rules for a good negotiator

The economic control
• The income statement
• The budget to define and understand the relationship with customers
• The management control: tools and indicators
• Activity timing

The master plan and its control
• Planning and meeting everybody's objectives
• Certainty and uncertainty coexist in well made plans
• The plan is strategy in action
• The basic scheme of a plan
• Problems, restrictions, opportunities, resources
• Using spreadsheets to canalise uncertainty
• Using the web for real-time working

The performance evaluation
• Controlling is building the future
• The indicators as levers to understand the different aspects of reality
• The feedback as a factor of coherence
• Controlling is managing
• Managing deviations as actions

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