

Optimizing Key Accounts

Program Description

Become more than a vendor – be a consultative resource your clients look to for advice. This seminar teaches you to use resources, problem-solving and cross-selling to strategically build a client's base of business with your department -- persuading clients and enhancing relationships.

This versatile one-day workshop is designed to hone the competitive edge with more tenured performers. In an interactive and motivational format, your team will learn the skills essential to the productive CRM--strengths which may be put to work the next business day.

This course may be highly customized based on CRM and management interviews and Nyman Group experience with this audience sector.

You'll benefit by learning to:

- Use techniques for building rapport or opening successful conversations
- Continue emphasis on consultative-oriented approach
- Use persuasive point of view to appeal to client
- Maximize opportunities through cross-selling
- Leverage knowledge of client's background to gain additional insight and building a long-term relationship
- Interpret the policy, market or business reason behind a problem and explain the reasoning to the client
- Think 'outside the box' and generate creative solutions to client issues

Maximum participants: 8-12

Program length: 1 day