



## Managing Key Relationships; Key Account Management

### The Changing Dynamics of Business Relationships

As customers seek more value from their suppliers, the dynamics of the way they choose to buy products and services is changing.

Businesses will increasingly be less able to sustain revenues and maximise profits unless they adopt specialised relationship techniques to maximise their intimacy with their most important customers and business partners.

"Managing Key Relationships" is a practical program that addresses commonly occurring issues of:

- ◆ Low levels of customer responsiveness
- ◆ Confusing customers through different sales approaches for different products; each with a different value proposition.
- ◆ Unsatisfactory levels of customer / client accountability.

- ◆ Being forced to sell on price because your customers treat your product / service as a commodity.

This program will enable you to plan and implement strategies with your most important business relationships to ensure that short-term objectives are met, whilst at the same time developing methods for forecasting predictable longer term sales targets.

Failure to resolve these problems is a common cause of many customers reporting a real gap between their expectations and the actual value they perceive that they gain from their suppliers.

It also results in reduced ability to capitalise on the most important asset of all in a key customer relationship - the trust and credibility that you have established.



### **Managing Key Relationships Program**

Sales Productivity's program "Managing Key Relationships" provides a cost effective way to implement strategic business and account planning processes.

More than just a training workshop, this program combines close consulting support to integrate proven and practical customer management processes into your business.

Our program includes:

- ◆ A customised relationship planning template on which to develop your key relationship plans.
- ◆ A workshop that introduces methods for:
  - Building account intelligence through customer profiling.
  - Ensuring satisfaction through customer service planning.
  - Increasing business through a sound product / service penetration plan.

- Maximising loyalty by linking your capabilities to key customer / distributor goals.
- ◆ Building a relationship plan that positions alliances with those who hold real power and influence.
- ◆ Help in structuring effective account teams.
- ◆ Implementation of the entire process through a defined regimen of planned activity.
- ◆ Follow up consulting support to ensure the on-going development of high quality plans.



**SALES  
PRODUCTIVITY**

### **Managing Key Relationships**

*For more information on how Sales Productivity can help you to increase your effectiveness in winning major bids and tenders, please call or fax this information to us.*

Please send me more information on the 'Managing Key Relationships' program.

I would like to talk to a consultant.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

email: \_\_\_\_\_

**Sales Productivity Pty Ltd**

**ACN 006 313 159**

**PO Box 178 Bulleen Victoria 3105**

**Phone (03) 9850 7683**

**Fax: 0400 200 855**

**PO Box 1518 North Sydney**

**NSW 2059. Phone (02) 9959 4311**

**Fax (02) 9959 4388**

**mail@salesdirections.biz**