

The title 'Key Account Management' is written in a large, bold, pink, 3D-style font. It is overlaid on a background image of a man in a suit holding a large key, with other people in the background.

A blueprint guide to follow for first-class Key Account Management

2 – 3 October 2024

KEY BENEFITS OF ATTENDING:

- **UNDERSTAND** the nature and importance of rapport and how to build it easily
- **LEARN** how to build your elevator pitch
- **KNOW** how to build a value proposition that works
- **UNDERSTAND** the power of listening and good questions
- **HAVE** a framework to use for managing any sales meeting
- **LEARN** how to deal with obstacles
- **UNDERSTAND** the pre close and closing sale processes