

CUSTOMER CONVERSATIONS

Key account management

'Get closer than ever to your customers. So close that you tell them what they need well before they realise it themselves.'

— Steve Jobs, Co-founder, chairman and CEO of Apple

Key accounts typically represent a disproportionate percentage of your revenue. While your product and pricing need to be strong, it's your key account managers who ultimately keep customers for the long term.

Key account management conversations differ from selling conversations as they aim to assist in achieving the client's

strategic goals, leverage product knowledge and business acumen to provide competitive advantage and deepen the emotional bond of a great client relationship.

GRIST's key account management conversations program focuses on developing the skills to have effective and strategic conversations and agree on clear steps of implementation. There is an art to being on the side

of your client and meeting your own organisational objectives. GRIST's KAM Conversation framework, helps KAMs to identify the small changes in their conversations that can yield big results.

Key components

- The psychology of performance
- The power of micro-behaviours
- The Key Account Management framework and how to use it to enhance performance
- Creating connection & understanding needs
- Communicating value & gaining agreement
- Adding value & maintaining momentum
- Building a resilient mindset

WHAT THE NUMBERS SAY

Increasing customer retention rates by just **5%** can increase profits by between **25%-95%**

58% of consumers say excellent past customer service influenced their decision to buy

68%

of consumers say they are willing to pay more for products/services from a brand known to offer good customer service experiences

46% of brands are investing in improving the employee experience so they can better serve customers and ultimately boost retention

Program outcomes for participants

To develop Key Account Managers who can work alongside their partners to:

- drive growth and add value
- provide insights through strategic conversations
- build key relationships
- assess performance against the Key Account Management framework
- demonstrate a resilient mindset

Program duration

- Face to face workshops, or
- Virtual spaced and paced workshops, or
- Leader-led implementation with support resources

Pre-work

Bring a recording /transcript of a customer service conversation