

learning
equals
development

EQV Course Outline



■ Account Management

■ 1 Day

Tel: 0844 888 2732 E-mail: lets-talk@eqv.co.uk www.eqv.co.uk

EQV (UK) Ltd, The Mill House, Dovecote Court, Potters Marston, Leicestershire, LE9 3JR

Account Management (1 Day)

Business Benefit

China Eggs. No matter how long you nurture them...they never hatch!
This course enables Account Managers and Corporate Sales Executives to differentiate between real prospects and "china eggs". Focusing on the skills of qualifying prospective clients throughout the sales process, this course enables Account Managers to concentrate their time on prospects with whom they have the greatest chance of success. This in turn leads to more accurate Sales Forecasts and improves the likelihood of achieving sales targets. Improves the likelihood of achieving sales targets.

Who Should Attend?

Account Managers and Sales Executives who wish to make the best use of their time and optimise their sales efforts

Learning Objectives

*By the end of this course
you will be able to...*

- Accurately 'qualify' prospects
- Demonstrate how 'qualification' continues throughout the sales process
- Describe the 15 key aspects of a potential order
- Demonstrate the skills required to close a challenging business order

Course Content

- Defining the skills of "Qualification"
- Identifying 'real' prospects and eliminating "China Eggs"
- Effectively dealing with budgets, time-scales and the competition
- Identifying the decision maker
- Demonstrating the 'net gain' of dealing with your company
- Keeping control of the sales process
- Closing the deal

2011
Jul 04
Aug 03
Sep 02
Oct 04
Nov 03

2012
Jan 04
Feb 02
Mar 02
Apr 03
May 02
Jun 07
Aug 06
Sep 03
Oct 22
Nov 22

You may also be interested in

Customer Service, Essential Telephone Skills, Time Management for Sales People

Training Locations

Leicester, Sheffield, Liverpool, Manchester, Basingstoke, London

Price:
£395
per person

The EQV Promise

We ensure that our courses are well received and are delivered by trainers that have actual commercial competency in their chosen subject.

Not only is this essential for our accreditation purposes but it ensures that the trainers will be able to include relevant experiences they themselves have learnt from. This generates appropriate engagement and empathy in the training environment.

When the course is completed we will report back to you about how the training has been received and can indeed evaluate the training right from start to finish after the skills transfer period. This information can come from your account manager who is your main point of contact at all times.

The EQV Experience

Our training courses take the attendee on a journey of learning and development. Throughout the course everyone is engaged in a stimulating and participative way.

Our courses are designed to encompass many different kind of learning activities making sure they appeal to different natural styles of learning that individuals have.

Activities may include a selection of syndicate work, discussion, pair work, case studies, games, role play, quizzes and presentations.

During the event an individual works on their own implementation plan so that they have a clear plan of how they are going to support their own skills transfer back in the workplace. Whilst it is important for the attendees to enjoy the workshop we want to ensure they apply as much as possible back in the workplace.

Our Training Centre

Set in the heart of beautiful rolling Leicestershire countryside, our idyllic training facilities not only provide attendees with the perfect environment to concentrate on their individual learning experience but also provide the practicality of ample parking and fully designed and equipped training rooms.

You will be greeted upon arrival by our training co-ordinator who is your point of contact throughout the day should have any specific queries.

A delicious buffet lunch is provided, catering for a variety of dietary needs.

What Delegates Say about this course

" Can't wait to put it into practice"

"Very interesting and useful. Enjoyed the day."

"Good, and went at our pace; we were interested in going through each topic in detail."

