



The Challenge...

Our client wanted to ensure both the internal and external teams were working together to build long-term, collaborative relationships with the accounts that are 'key' to their business. To achieve this, good communication between both teams was essential. The teams needed to understand everything about these accounts and take joint-ownership for them, to avoid the all too common phrase: 'Well, it's your customer, I thought you were dealing with it!'. They were using a CRM system within the business, but felt that it only partially supported this need.



The Solution...

Working with the client, we designed and delivered four-days of training over a six-month period, which allowed delegates to learn, review and embed new skills, to collaboratively manage accounts key to their business. The first stage was to improve communication between the teams using their own Insights Discovery® Profile. Each delegate learned to understand their own behaviour style, how they affect others and how to work with colleagues who have a different behaviour style to themselves, to reduce any misunderstandings and then to work on co-operation for key accounts.

Over the six-month period, the internal and external teams continued to develop skills through sessions facilitated by their KSA trainer and line manager, to create key account plans for their top 20 customers. These plans included clear indicators of how to measure and review progress within each of the accounts.



The Result...

- Customer survey before and after training saw a **72% increase in the quality of service**
- The average order value increased by **25% over the 6 month period**



I have attended many courses in the past, but this was the most interesting, informative and well-presented.

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CASE STUDY
Managing Key Accounts

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