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Developing and Managing Business and Account Relationships

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Developing and Managing Business and Account Relationships

Duration

2 days

Overview

Support your innate people skills with a structured approach that gives focus and foundation to your business relationships.

The best business relationships are based on mutual trust and a shared interest in the clients business. This course shows how to apply a number of analysis and planning tools and develops the essential skills for deepening levels of trust and understanding that lead to long term, mutually beneficial business relationships.

Objectives

To develop expert business relationship building skills using a set of tools to analyse, plan and execute an effective approach to business relationship building.

Agenda

- The Role of Relationship Management
- The Customers Perception
- Building the Relationships
- SWOT Analysis
- Prioritising Opportunities
- Relationship Management as a Process
- Managing Relationships
- Standing in their shoes
- Influencing and Decision Making
- Customer Politics
- Action Plans