

Implementing a Customer-Focused Key Accounts Program

Recommended CEUs .7/PDHs 6.5/CPEs 7.8

Field of Study: Specialized Knowledge

Tuesday

8:30 a.m. Section One

- Course Introduction and Objectives
- Defining Success
- Choosing a Program Level
- Re-Energizing an Existing Program
- Establishing Pit Crews

10:15 a.m. Break

10:30 a.m. Section Two

- Overview of the 4-Step Development Cycle
- Phase I – The Identity Phase

Noon Lunch

1:00 p.m. Section Three

- Phase II – The Clarity Phase
- Phase III – The Road Map Phase

2:45 p.m. Break

3:00 p.m. Section Four

- Phase IV – The Validation Phase
- Review of the Phases

4:30 p.m. Course Adjourns

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Upon completion of this course, participants will be able to successfully:

1. Define success for their key accounts program.
2. Select the appropriate key accounts program level for their communities.
3. Describe the 4-step development cycle and how to apply it.
4. Properly execute and manage the four phases of key accounts program development.
5. Create a plan to launch or re-launch an effective key accounts program.
6. Apply efficiency and organization techniques to their work.