

Developing Your Key Accounts Representative

Recommended CEUs .7/PDHs 6.5/CPEs 7.8
Field of Study: Specialized Knowledge

Wednesday

8:30 a.m. Section One

- Course Objectives
- What Makes a Successful Key Accounts Representative
- How to Get "Buy-In"

10:15 a.m. Break

10:30 a.m. Section Two

- The On-site Key Accounts Meeting
- The Continuous Follow-Up
- The 3x3x3 Relationship Rule

Noon Lunch

1:00 p.m. Section Three

- Focus and Organization

2:45 p.m. Break

3:00 p.m. Section Four

- Principles of Effective Communication
- Summary/Conclusions/Course Evaluations

4:30 p.m. Course Adjourns

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

1. Learn the principles behind successful key accounts representatives
2. Understand the human dynamics of key accounts program development
3. Learn efficiency and organization techniques
4. Earn the APPA Key Public Power Account Executive (KPPAE) Designation
5. Gain a source of motivation and inspiration