

The Effective Key Accounts Toolbox

Recommended CEUs 1/PDHs 9.75/CPEs 11.8
Field of Study: Specialized Knowledge

Thursday

8:30 a.m. Section One

- Course Objectives
- Define the Key Accounts Tool

10:00 a.m. Break

10:15 a.m. Section Two

- The CRM
- The Customer Survey

Noon Lunch

1:00 p.m. Section Three

- The Key Accounts Annual Meeting
- Advocacy
- Other Common Key Account Tools
- Use the Decision Matrix to Prioritize Tools

3:00 p.m. Break

3:15 p.m. Section Four

- Utilize Your Network
- Summary/Conclusion/Course Evaluation

3:45 p.m. Section Five

- Discuss and Review Key Principles of Developing, Launching, and Maintaining an Effective Key Accounts Program.

4:30 p.m. Adjourn for the Day

Friday

8:30 a.m. Online Test

- Review test
- Complete the online test

10:15 a.m. Break

10:30 a.m. Developing Your Customer Action Plan

- Review the principles of the CAP
- Workshop individual utility CAPs
- Summarize workshop results
- Identify next actions for each CAP
- Summary/Conclusions/Program Evaluation/Q&A

Noon 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 how to evaluate and leverage tools to set up your program for success
3. Learn what tools are available to you
4. Learn how to gain approval for the tools you desire to use in your program
5. Earn the APPA Key Public Power Account Executive (KPPAE) Designation
6. Gain a source of motivation and inspiration