



Key Client Management (KCM)

A 2-hour Virtual Classroom (up to 12 participants)

Who is it for?

Anyone who works with clients either in a selling, account management or delivery capacity (potentially all three!). These are people who likely have some of the following objectives:

- Build new and strengthen existing relationships
- Orchestrate the delivery of services
- Manage expectations
- Encourage repeat business
- Seek new opportunities in other parts of the client
- Be (or become) the trusted adviser

Content:

- Defining KCM
- Attributes of a Key Client Manager
- The Trusted Adviser (research based)
- Relationship Mapping
- Managing client experience
- The must haves in a client plan

Takeaways:

- An understanding of the purpose of KCM
- The skills and behaviours required of a Client Manager
- Tools to map client relationships and drive action
- Increased confidence and ability

Return on investment for the business:

- Greater client loyalty (lower cost of sales)
- More repeat business
- Uncovering opportunities for other services

Fee and delivery

- £550 plus VAT
- Delivered online over Zoom (preferred) or Microsoft Teams