

# Executive education

*Whether you're looking to boost your own skills, develop your team, or embrace large-scale organisational change, we can help you turn 'business as usual' into something far more productive.*

**Fresh thinking, to help business flourish.**

- 1** Backed by two decades of research from academics and industry practitioners, we create a learning package based on your needs and your sector.
- 2** It is an immersive, interesting and enjoyable experience. We create inspiring and stimulating interactive sessions. You learn more when you construct, develop and share knowledge as a group.
- 3** We always make sure we develop you as an individual, while making sure your new knowledge has impact on your wider organisation.



*“The Key Account Management Programme draws on the expertise of our world-class faculty. Our aim is to build confident leaders and professionals who can take a new perspective on sales and customer engagement to improve their company’s market performance.”*

Professor Tazeeb Rajwani  
Head of Executive Education  
Essex Business School



University of Essex

# Key Account Management Programme

## Date

Contact us for more 2018 dates

## Venue

Wivenhoe House, Colchester

## Overview

Through interactive workshops, learn how to retain clients and grow key accounts, to maximise profit and commission. Leave with practical tools, processes and skills to improve how your organisation approaches key account management.

## Programme directors

Professor Tazeeb Rajwani  
Malcolm Johnston, Re-Formation Associates

## Pricing

Standard programme fee: £1,195  
Alumni programme fee: £1,075



## Build better business relationships

You've probably heard the statistic before - it costs five times more to acquire a new customer than retain an existing one, but retention is only part of the story. Our **Key Account Management Programme** helps you understand your best clients and retain them.

## Who should attend?

- Sales directors and account managers
- Marketing account directors and managers working in agencies
- Client services directors and managers

## What will I learn?

- What makes a 'key' account
- The different levels of relationships your business can develop
- Use tools such as customer journey mapping, value analysis and campaign planning to enhance relationships and customer value
- Understand the Decision Making Unit and how people process information differently
- How to influence, manage and motivate key account management teams

**Talk to us about how our executive education can help your business flourish.**

## Contact us

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