



STRIVE EDUCATION GROUP

<https://www.striveeducationgroup.com/>

Account Management for Mastering Client Success

Program Fee: \$2,288

This training program is designed to equip participants with the skills and knowledge necessary to excel in account management and ensure client success. Participants will learn to foster strong client relationships, understand client needs, and deliver value-driven solutions.

Course Duration: 4 Weeks (8 Sessions, 2 sessions per week)

WEEK 1: INTRODUCTION TO ACCOUNT MANAGEMENT

The Role of an Account Manager

- Overview of account management
- Key responsibilities and skills
- Importance of client success

Understanding Client Needs

- Identifying client goals and objectives
- Techniques for gathering client information
- Analyzing client data to tailor solutions

WEEK 2: BUILDING AND MAINTAINING CLIENT RELATIONSHIPS

Communication Skills

- Effective communication techniques
- Active listening and empathy in client interactions
- Tailoring communication styles to different clients

Managing Client Expectations

- Setting realistic expectations
- Delivering on promises and managing scope changes
- Handling difficult conversations

WEEK 3: STRATEGIC ACCOUNT MANAGEMENT

Account Planning and Strategy

- Developing account plans
- Identifying opportunities for upselling and cross-selling
- Strategic planning for long-term client success

Negotiation and Conflict Resolution

- Fundamentals of negotiation
- Techniques for successful negotiations
- Resolving conflicts and managing disputes

WEEK 4: ENHANCING CLIENT SATISFACTION AND RETENTION

Client Retention Strategies

- Importance of client retention
- Techniques for enhancing client loyalty
- Implementing feedback and continuous improvement

Tools and Technologies for Account Management

- Overview of CRM systems and their benefits
- Utilizing data analytics for client insights
- Leveraging technology for efficient account management