THE RELATIONSHIP ROADMAP

OVERVIEW

This session focuses on the essential practices and strategies for effective Account Management (AM). Aimed to enhance client relationships, ensure satisfaction, and drive business growth.

Participants will learn how to manage accounts proactively and strategically, fostering long-term success for both the client and the organization.

KEY LEARNING OBJECTIVES

Create client success roadmaps.
Develop a personalized roadmap that aligns with each client's goals and needs.

Send proactive and timely follow-ups.
The right follow-ups to maintain engagement and demonstrate commitment.

Utilize strategic questioning to build value.
Deepen client relationships and anticipate future needs with strong questioning.

Understand how to look for buying signals and upsells.
Identify verbal and non-verbal buying signals that indicate client readiness and interest.

Measure and improve client satisfaction.
Ask for feedback and use proactive communication to continue building trust.

SellingSara