

# BEST PRACTICES IN NATIONAL ACCOUNT MANAGEMENT (3 DAY PROGRAMME)



**Where:** Available nationwide, subject to numbers.

**Aimed at:** National Account Managers who want to understand how to be world class at commercial selling and managing relationships with buyers in multiples. Marketers and Trade Marketing Managers who wish to better understand how to assist the NAM function in delivering superb in trade execution.

**Trainer:** **FXL Ireland** specialises in the development of the sales and marketing capability of Food and Drink Companies and Retailers. This expertise covers field based selling, business account management and marketing functions for retail, wholesale and food service sectors. FXL Ireland has delivered training contracts with clients such as BRITVIC, VALEO, TESCO, SPAR, UNILEVER, GALA, IRISH DISTILLERS, MOLSON COORS, SUPERDRUG, RED BULL and GREENE KING.

## Programme Objectives

To develop the capability of participants to implement the key selling processes and skills that are essential for sustained success when selling to multiples. The concepts covered on this course are well proven in developing, selling and negotiating commercial proposals that work successfully for both customer and supplier and are thus essential for the development of sustainable business relationships.

## Programme Content

### Day 1 – Account Planning including Joint Business Planning

**“The quality of your doing is dependent on the quality of your thinking.”**

- Understanding your customers business
- Benchmarking your performance with the customer
- Sales drivers and output objectives
- Bespoke supplier strategies with the customer
- Action planning and the use of Joint Business Planning template
- Financials – company commercials and retailer maths

### Day 2 – Effective Customer Meetings

**“Good execution may not save a bad plan, but poor execution has killed many a good plan.”**

- How buyers describe their best supplier meetings
- Connecting customer meetings to your business plan
- Managing your Joint Business Plan
- Behavioural awareness
- Varying your meeting style to fit your customers style
- Upside down preparation
- Quantifying the commercial benefits in business development proposals
- Customer meeting process
- Practicing the key skills required for a great customer meeting

### Day 3 – Successful Business Negotiations

**“Retail buyers still like to negotiate, even after they have bought.”**

- Getting in the right mind-set for a modern negotiation
- Negotiation process
- Proper preparation checklist
- Dealing with “Stake in the Ground” or unyielding buyers
- Key negotiation tools
- Understanding negotiation commercials for all parties
- Practicing the key skills required for a successful business negotiation

**To book your place, or for more information, contact Samantha Owens, Project Officer on (01) 6051728 or [samantha.owens@ibec.ie](mailto:samantha.owens@ibec.ie)**