

# BEST PRACTICES IN NATIONAL ACCOUNT MANAGEMENT (2-DAY PROGRAMME IN-PERSON OR 4 X HALF-DAY VIRTUAL ON ZOOM PLATFORM)



- Where:** Available nationwide, subject to numbers, or online
- Aimed at:** National Account Managers who want to understand how to be world class at commercial selling and managing relationships with buyers in major accounts. Marketers, Category Managers 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, SUPERVALU, IRISH DISTILLERS, KEELINGS, BOYNE VALLEY, LARGO FOODS AND EXCELLENCE LTD.

## Programme Objectives

Building the capability of participants to become more agile in their thinking, planning and ability to connect commercially with buyers in the changing world that has come about since Covid. The concepts covered on this course have been refined through recent work with buyers and account managers in the UK and Ireland and 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

### Module 1 – Account Planning including Strategic Thinking

- Key Strategies to win in Consumer Packaged Goods (CPG) post Covid
- Develop a growth and agile mind set way of being
- Building your customer focused account plan template
- Insights and Category approach to Account Planning
- Financials – company and retailer commercials

### Module 2 – Effective Customer Connection and Engagement

- Building customer connection and engagement in online/electronic communications
- How buyers describe their best supplier meetings
- Deep listening for NAMs
- Upside down preparation and the sales interview process
- Quantifying your value in business development proposals

### Module 3 – Building a brilliant (Joint Business Plan) JBP

- Putting the 'Joint' back in JBP
- Strategic thinking in account planning as the key to brilliant JBPs
- Using UTP regulations to strengthen the JBP
- Building a JBP template that works for you

### Module 4 – Successful Business Negotiations

- Modern negotiation strategies and Relationship versus Result
- Negotiation process and understanding the game
- Proper preparation checklist
- Dealing with “Stake in the Ground” or unyielding buyers
- O, D, E, Variables and other key negotiation tools, skills, and tactics
- Understanding negotiation commercials for all parties

To book your place, or for more information, contact Mark Skinner on (01) 6051615 or [mark.skinner@ibec.ie](mailto:mark.skinner@ibec.ie)