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Key Accounts Lite Workshop

"Jumpstart or Relaunch a Streamlined Key Accounts Program"

Abstract

It's critical that utilities remain viable with their business communities. Key accounts are vital in the business community and utilities should strive to develop some level of support for their most impactful customers. Utilities must leverage its resource, shift their paradigms to remain relevant and add value to their high leverage stakeholders.

This full day workshop focuses on the necessary steps to reengage with key account partners in a way that ensures momentum and enhanced relationships.

Learning Objectives

1. Learn the three steps to jumpstart a program.
2. Learn how to launch a program in 90 days.
3. Learn the importance of the 90-day maintenance cycle and how to implement.
4. The three principles follow when reviewing and updating a program.

References

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