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Onsite Advanced Key Accounts Certificate Program

An American Public Power Association Program

Abstract

It's important to have a key accounts program up and running to support the most impactful players in a business community; however, it's often difficult to maintain a program and evolve the program as the needs and issues changes within a business community.

This advanced course covers all the elements necessary to ensure a program remains viable and relevant with the business community. Participants take a comprehensive program health assessment

Learning Objectives

1. Learn the five pillars of a successful program.
2. Discover the program health assessment and how to implement it.
3. Develop a prioritized program enhancement plan.
4. Learn how to craft a streamlined program plan.
5. Learn how to implement an abbreviated customer action plan.

References

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