



# Account Managers High Performance and Leadership Workshop

Develop and refine core skills and key leadership capabilities to drive revenue and excel as an Account Manager

## EXPLORE

- Define and develop your authentic leadership style
- Understand the link between leadership effectiveness and sales results
- Work strategically with key accounts to maximise business outcomes
- Drive team collaboration across all organisational units
- Engage, connect and lead effectively with all stakeholders
- Harness the power of non-sales people in your organisation
- Demonstrate intrapreneurial behaviours to initiate and drive change
- Navigate decision maker hierarchies in a virtual environment
- Actively plan your career and establish a leadership plan

## EXPERT FACILITATOR



> **Lynne Banks**  
Director  
LBJ Consulting



13 & 14 February 2018  
**Cliftons Auckland**



**EARLY BIRD & GROUP DISCOUNTS AVAILABLE**

**Register and Pay by 27 September 2017 to receive additional Value Plus Discounts!**

Please note participant numbers will be strictly capped to ensure a quality, interactive experience for attendees



**Phone: +64 9 927 1500**



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Booking Code - W



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# Account Managers High Performance and Leadership Workshop

## INTRODUCING YOUR FACILITATOR



**Lynne Banks**  
Director  
LBJ Consulting

Lynne is a highly commercial and culturally focused business leader with over 20 years experience in the FMCG industry specialising in sales, account management and innovation. Lynne has a track record of unlocking profitable business growth through developing clear strategies, enabling teams, empowering people and holding to agreed values. Formerly holding roles from Key Account Manager to Sales Director across a range of brands, including Nestle, Bluebird Foods, Goodman Fielder and Bell Tea & Coffee Company, Lynne now contributes to the growth aspirations of New Zealand companies in strategic planning, cultural transformation, change management and executive coaching.

## BACKGROUND

Successful account management requires a specific balance of soft and hard skills, and a strong resolve to overcome the challenges. Managing stakeholders from both the client side and within your own organisation requires the development of influential leadership skills. Not the typical leadership of a line manager or people manager, but leadership of a strategic and tactical nature that is centred on an initiative, multi-stakeholders, and a desired outcome for both parties

This unique two day workshop will examine the many moving parts and the core leadership elements of being a highly effective strategic account manager. Explore a range of sales strategies and tactics to determine the best ways to engage and develop each client account and lead and engage your internal teams to drive results. You will leave with the skills and techniques needed to understand different decision-making processes to define true Client Driven Value so that the national / strategic account becomes a willing, rather than a hostile, partner in the buy-sell process.

This experiential program will provide you with the leadership skills, techniques, and tools to define key accounts, assess the viability of opportunities and determine the strategies needed to ensure that accounts are locked in and that opportunities are won at maximum value to both buyer and seller.

## TRAINING DELIVERY AND PRE-COURSE QUESTIONNAIRE

This workshop will be delivered using a three tiered approach. The structure of each session is as follows:

1. Technical overview and review of research into the topic area under discussion
2. Practical application of management principles in the review of case studies, worked examples and interactive exercises
3. Discussion of outcomes and implementation issues

Workshop participants will have the opportunity to include comments and questions about issues outlined in the program by way of a pre-course questionnaire. This feedback will enable the course facilitator to adjust content accordingly. The workshop has limited places to allow for customisation, greater interactivity and for individual concerns to be addressed.

## IN-HOUSE TRAINING AVAILABLE



Do you have a team of ten or more people requiring this training? If so, it may be more cost effective for Liquid Learning to bring the training to you. Contact us to discuss your needs today.

## ALSO AVAILABLE



### WORKFORCE ANALYTICS WORKSHOP

14 - 15 February 2018 - Cliftons Wellington  
21 - 22 February 2018 - Cliftons Auckland



### VALUE PLUS DISCOUNT

Receive \$350 off registration if you register and pay by 27 September 2017



### SUPER SAVER DISCOUNT

Receive \$250 off registration if you register and pay by 29 November 2017

## Day One

### Self-leadership and discovering your authentic leadership style as an Account Manager

- Effectively position yourself as a leader in your business
- Self-motivation and pursuing new opportunities for value creation
- Access growth opportunities professionally and personally by establishing strategic dialogue and developing partnerships internally and externally

### Understand strategic impact of Account Management

- Overview of the Strategic Account Management functions
- Identify differences between your Customer Accounts and how to work with them
- Strategies to add more value to your function

### Build, lead and develop an effective account team

- Create alignment on strategy, purpose and values
- Develop targeted account strategies with tactical day to day actions and activities for your account teams
- Define responsibilities and expected contribution
- Drive team collaboration across all organisational units

### Plans for progression

- Reflections and action plans on Account Management leadership
- Create a personal development plan

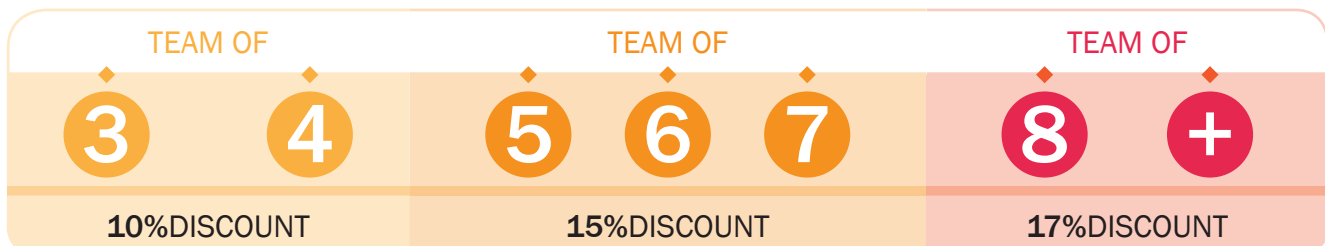
## WHO WILL ATTEND

- Account Manager / Executive / Director
- Client Relations Manager
- Relationship Manager
- Sales Professional / Executive / Manager
- Agency Executive
- Product Manager

## WORKSHOP SCHEDULE

- 8.30 - 9.00 Registration
- 9.00 - 10.40 Session One
- 10.40 - 11.00 Morning Tea
- 11.00 - 12.30 Session Two
- 12.30 - 1.30 Lunch
- 1.30 - 3.00 Session Three
- 3.00 - 3.20 Afternoon Tea
- 3.20 - 4.30 Session Four
- 4.30 Close of Workshop

## TEAM BOOKINGS AVAILABLE



## Day Two

### Engage and connect - Influencing stakeholders across the business

- How to engage, connect and lead the right people in your business with the right people in your clients' businesses to achieve harmony, right action and good results
- The power of Tribe structures to better manage national accounts
- Harness the power of non-sales people in your organisation to help develop and retain strategic accounts

### Defining Client Driven Value for each client and key partners

- Mapping and working across your company's Value Chain to deliver the right outcomes for buyers and sellers and strategic partners
- Applying Key Account Management (KAM) tools and processes

### Stakeholder management strategies to initiate and drive change

- Identify different types of stakeholders - Motivate and collaborate with the appropriate people
- Steer key stakeholders to a desired outcome
- Stimulate significant, immediate and lasting change with key stakeholders
- Understand and demonstrate entrepreneurial behaviours to initiate and drive effective change

### Next steps and reflections

- Account Action Plans review and preparation
- Building on your personal development plan

Registration Information

|                             |           |          |       |
|-----------------------------|-----------|----------|-------|
| Organisation Name           |           |          |       |
| Address                     |           | Suburb   | State |
| Postcode                    |           |          |       |
| Booking Contact Information |           |          |       |
| Title                       | Full Name | Position |       |
| Email                       | Phone     |          |       |

Delegate Information

| #  | Title | Full Name or TBA | Position | Email |
|----|-------|------------------|----------|-------|
| 1  |       |                  |          |       |
| 2  |       |                  |          |       |
| 3  |       |                  |          |       |
| 4  |       |                  |          |       |
| 5  |       |                  |          |       |
| 6  |       |                  |          |       |
| 7  |       |                  |          |       |
| 8  |       |                  |          |       |
| 9  |       |                  |          |       |
| 10 |       |                  |          |       |

Your Investment

| Options (per person)            | Value Plus Rate***<br>Register and pay by 27 September | Super Saver Rate**<br>Register and pay by 29 November | Early Bird Rate*<br>Register and pay by 17 January | Standard Rate              |
|---------------------------------|--|---|--|----------------------------|
| Qty Workshop                    | \$2145 + GST = (\$2466.75)                             | \$2245 + GST = (\$2581.75)                            | \$2345 + GST = (\$2696.75)                         | \$2495 + GST = (\$2869.25) |
| Discounted off standard rates : | Save up to \$350 off                                   | Save up to \$250 off                                  | Save up to \$150 off                               |                            |

TOTAL incl GST

All Prices listed in New Zealand Dollars

|  |                                     |   |   |   |
|--|-------------------------------------|---|---|---|
|  | <b>Group Discounts Available:</b>   | <b>10% off Standard Rate</b><br>Team of 3 - 4   | <b>15% off Standard Rate</b><br>Team of 5 - 7 | <b>17% off Standard Rate</b><br>Team of 8 + |
|  | <b>In-house Training Available:</b> | <b>Do you have a team of ten or more people requiring this training? If so, it may be more cost effective for Liquid Learning to bring the training to you. Contact us to discuss your needs today.</b> |   |   |

**Conditions:**  
Group Discounts apply for bookings made simultaneously. Only one discount applies. Group discounts apply to standard rates only. Group discounts are not applicable to the Value Plus, Super Saver and Early Bird rates. Discounts cannot be applied retrospectively and must be claimed at the time of booking. Liquid Learning Limited reserves the right to have sole discretion on an organisation's eligibility for discounts.

**Note:** Course materials, refreshments & lunches are included. Travel and accommodation are NOT included. Registration Options are per person only.

Payment Details

Please Note: Payment is required prior to attending this event.

|  |   |   |
|--|---|---|
| <input type="checkbox"/> Credit Card<br><input type="checkbox"/> Cheque (payable to Liquid Learning Limited)<br><input type="checkbox"/> Electronic Funds Transfer<br><input type="checkbox"/> Please invoice me:<br>Purchase Order No. # <input type="text"/> | <b>Credit Card Details - Please charge my credit card for this registration:</b><br>Card Type <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express<br><b>Note: 2% surcharge applies to American Express payments</b><br>Card Number <input type="text"/> / <input type="text"/><br>Expiry <input type="text"/> / <input type="text"/><br>CWV <input type="text"/> Full Name as on card<br>Cardholder's Contact Number <input type="text"/> Signature <input checked="" type="checkbox"/> | <b>Electronic Funds Transfer (EFT)</b><br>Please transfer funds directly to:<br>Westpac New Zealand Limited<br>Account Name: Liquid Learning Limited<br>Account No: 03 0252 0863638-00<br>SWIFT Code: WFPACNZ2W<br>Amount <input type="text"/><br>Please quote ref SAM0218Z and registrant name |
|--|---|---|

Authority

**Authorising Manager's Details:** This registration is invalid without a signature.

|      |          |                                     |      |
|------|----------|-------------------------------------|------|
| Name | Position | Signature                           | Date |
|      |          | <input checked="" type="checkbox"/> |      |

Email this form to: [registration@liquidlearning.co.nz](mailto:registration@liquidlearning.co.nz) or Call us on: +64 9 927 1500

**Registration Policy:** If you are unable to attend this event, you may send a substitute delegate in your place at no additional cost. Please advise us of any substitutions as soon as possible. Alternatively, you may transfer your registration to another event run by Liquid Learning Limited. A 10% service fee may apply. Should you wish to cancel your registration, please notify us in writing as soon as possible and a credit note will be issued valid for use towards any future event held by Liquid Learning Limited in the twelve months following date of issuance. Cancellation notifications received less than 14 days from the event running will receive a credit note to the value of the registration fee less a service fee of \$400 plus GST. Liquid Learning Limited does not provide refunds for cancellation. The prices above are based on one person per registration. It is not possible for multiple people to attend within any day of the event on a single registration. Split tickets, i.e. a different person attending each day of the event, can be arranged. A fee will apply. Please call us for details.

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