

STRATEGIC PLANNING



Strategic planning takes on many forms, each with its own unique challenges and responsibilities. That's why our workshop is tailored to match your team's specific level of experience, the complexity of their role, and the demands of your business environment.

We design the workshop to focus on the core principles of strategic planning—analysing market trends, setting actionable goals, and aligning resources to drive long-term growth and competitive advantage. Whether your team consists of seasoned strategists or individuals new to strategic planning, this workshop will equip them with the skills needed to craft and execute effective strategies that bridge the gap between your organization's vision and its operational execution, ensuring sustained success and adaptability in a dynamic market.



Tailored Workshop

Each workshop we offer is customised to suit your team's specific needs and align with your business objectives. Whether you prefer virtual sessions, face-to-face workshops, or a combination, we cater to your preferences. Our workshops, which can span one or two days, cover various topics tailored to optimise your team's performance and address your unique challenges.

Topics Available

- Understand account management's core responsibilities and their impact on client satisfaction and business success.
- Cultivate deep, trusting client relationships through regular communication, understanding their needs, and delivering exceptional service.
- Recognise the importance of a strategic plan to guide account management and achieve long-term success.
- Support account managers to spot and capitalise on new opportunities within existing accounts, including upselling and cross-selling.
- Ensure account managers proactively address issues, act as client advocates, and maintain high satisfaction and loyalty.
- Use a Trust Scorecard to objectively measure and strengthen client relationships, keeping them strong and productive.
- Emphasise internal stakeholder management to ensure your team has the support to meet client demands and exceed expectations.
- Learn time management techniques to prioritise high-impact tasks and client interactions.
- Enhance collaboration and coordination with internal teams to meet client needs efficiently and effectively.
- Focus on deepening client relationships to ensure renewal, retention, and account expansion.
- Strengthen market knowledge with SWOT and PEST analysis to stay ahead of trends and better serve clients.

Additional Resources

Other available resources to support your Skey account workshop;

- Customised consultation to meet your specific needs.
- Complete DISC profiles for the entire team.
- Skill scans for both team members and managers for assessment.
- Implementation of competency frameworks. Integration of managerial best practices.