

KEY ACCOUNT GROWTH PLANNING
MODULE 9 – PROGRAM REVIEW
Pre-Tutorial

ACCOUNT MANAGER'S WORKBOOK



Welcome to Module 9 – Program Review

Welcome to Module 9. In this final Module we shall review the entire program.

The aim of this Module is to give you some time to review everything which we have discussed and to reflect on your progress, learning and to ensure that you are comfortable with everything.

This WorkBook contains the preparatory work for the Group Tutorial.

When you are ready to start, turn to the next page and the first Task.

Topic 1 – Introduction

Review the program from the start – are you happy with everything?
Is there anything you want to work on some more?

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Topic 2 – Commercial impact

It is always very helpful to consider the commercial impact you have been able achieve as a result of the program and your efforts.

What measurable commercial impact have you delivered? (better customers relationships, better understanding of the business, new business, better support, etc.)

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Topic 3 -Explaining the ideas - Preparation for the Tutorial

Please be ready to explain your summary to the other Delegates

What have you learned from this program?

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Next step

Now that you have completed all of the pre-Tutorial work, we will look forward to seeing you at the next group session.

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Post Tutorial Work Book

Welcome to the second part of the Module 9. This Work Book covers the final post-Tutorial activity.

When you are ready to start, turn to the next page and the first Task.

Topic 1 – Your personal objectives

Assessed Task

Review your personal objectives which you set at the start of the program along with your notes about the learning from the program.

Prepare a short presentation to summarise your progress, learning and the additional commercial impact you have had as a result of the program.

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Topic 1 – Program review - Assessed Task – Line Manager’s Review

Having reviewed the results of the Assessed Task on the Program Review, are you satisfied that the Sales Person:

Has developed as an Account Manager? **Yes/No**

Has been able to absorb and utilize the learning? **Yes/No**

Has had a commercial impact on the business which justifies the investment? **Yes/No**

Will continue to develop personally after the program? **Yes/No**

Comments:

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Signed:

Name:

Position:

My Personal Review and Action Plan

I have achieved the following

As a result of this Program, I will do the following

What?

By when?

Done?
