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empresa



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CONSULTANCY

Organization

Operations and management

Business

Transformation

Positioning

HR

COACHING

Accompanying leaders in
change management

Support for decision making

Skills development

WORKSHOPS

Pricing and profitability mgmt

Account management skills

Transformation

Design thinking

STUDIES

Ad Market & Agency Profile
(AdMAP)

Digital maturity

PARTNERSHIP

Strategic partnerships for
business development

WORKSHOP

DEVELOPMENT OF ACCOUNT MANAGEMENT SKILLS

SYNOPSIS

The Account Teams role has been eroded and impoverished in the past years due to different reasons.

This has caused customer service teams to have delivery management and maintaining the relationship with clients as their only focus.

The workshop proposes a theoretical-practical activity in which we aim to develop different skills that today are essential to recover the role of client services, but also to boost new business, improve management and create value.

The program has been developed within the framework of the book ["You Can Heal Your Agency."](#)

This training is for mid-level client-facing team members who manage accounts and projects, since it incorporates essential concepts and skills for the role in the current context of complexity of advertising.

Participants will be able to develop strategic skills, improve relationship management by gaining trust, understand client needs to transform them into opportunities, manage agency resources more efficiently and increase profitability and billings.

CONTENT

Ice breaking activity and initial setup.

- 0. Introduction to innovation
- 1. Strategic vision
 - From vision to strategy/Tools.
- 2. Business development
 - Selling proposal/Role playing activity for selling.
- 3. Delivery management
 - Project management for dummies/Collaboration.
- 4. Profitability management
 - Value and price/How to calculate price/Profitability.
- 5. Relationship with the client
 - Conflict management/Communication/Negotiation.

Each module includes a theoretical development and practical exercises.

GENERAL

Modality: on site, small group tables or online, up to 8 attendees.

Who's it for: Agency Top Management, Client Services' teams, leaders of business units.

Duration: 2 full days (on site), or 8x2 hour online sessions.

Cost: u\$d 3.600.-

Invoice issued from USA. The amount should be net to be received in an account in Citibank USA and does not include taxes, banking fees, withholding or any other costs.
