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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

GROWTH

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 and senior-level client-facing team members and leaders of business units 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.

WORKSHOP DEVELOPMENT OF ACCOUNT MANAGEMENT SKILLS PROGRAM

- **Inicio:**
 - Mind setting activity.
 - Challenge assumptions
 - Doing the basics well (*)
 - From “advertising” to “business”.
 - Five skills for account management.
 - Ansoff matrix (*)
 - **Module 0: Creativity and Innovation**
 - From imagination to business
 - Drivers and barriers
 - Types of innovation
 - MAYA: Most Advanced Yet Acceptable
 - Methodologies and tools
 - Activity: 5 Whys
 - **Module 1: Strategic vision**
 - From the vision to the plan
 - Activity: OST (objective, strategy, tactics)
 - The cycle of brand & account planning (Stephen King)
 - From the problem to the strategy
 - Tools: PESTEL, Five forces of Porter, Johari Windows (*), Empathy map, SWOT analysis (*)
 - Problem and opportunity
 - Data matrix analysis
 - Validation of the problem
 - Activity: Go fishing
 - Brief of opportunity
 - Go/No go
 - From the brief to the solution
 - Framework of strategic development
 - **Module 2: Commercial skills**
 - Description and objectives
 - Activity: types of compensation
 - Return Of Investment
 - The proposal
 - FAINT model
 - Self-knowledge: DISC (*)
 - Workflow of B2B sales approach
 - Getting ready for being questioned
 - Framework RIS (Real, Imaginary, Symbolic)
 - Value ladder
 - Activity: sales clinic
 - **Module 3: Delivery management**
 - First principle
 - Client services vs. Project management
 - Project management for dummies
 - Building a project, step by step
 - Tips
 - The iron triangle
 - Activity: Build a project
 - Aims, objectives, deliverables, results
 - Estimation of effort
 - Estimation of costs
 - Project charter
 - Project plan
 - Timeline
 - Activity: Critical path
 - Communication
 - ADRR Analysis
 - Kick-off and project closure
 - Collaborative work
 - Activity: collaboration
 - **Module 4: Profitability management**
 - Second principle
 - Value, price and cost
 - The vicious circle of value
 - Components of price (cost, overhead and margin)
 - Contracts, agreements and SOW (*)
 - Everything’s a pyramid
 - The construction of pricing
 - Bottom-up
 - Top-down
 - Activity: calculation of the cost of a team from final price
 - Adjusting price (dedication, seniority, scope)
 - Profitability framework and mgmt
 - Capacity
 - KPIs
 - **Module 5: Relationship with the clients**
 - The business as a goal
 - Customer centricity
 - Comfort zones paradox and how to exit comfort
 - Conflict styles
 - Conflict management
 - 1. Clarification of the problem. The “W” questions (*)
 - 2. Effective communication (*)
 - 3. Collaborative resolution
 - 4. Negotiation. Basics, tips and common mistakes. Negotiation framework
 - Activity: Negotiation: Made in China
 - 5. Emotions (*)
 - 6. Agreement and follow up
 - **Final concepts**
 - 1 case of application
 - Closure and evaluation
- (*) topics with activities related