



Account Management

⇒ Course 01: Key Account Management Course

- Introduction to Key Account Management
- Purpose of Key Account Management
- Understanding Key Accounts
- Elements of Key Account Management
- What Makes a Good Key Account Manager
- Building and Delivering Value to Key Accounts
- Key Account Planning
- Business Customer Marketing and Development
- Developing Key Relationships
- The Importance of Record Keeping for Key Account Management
- Internal KAM Aspects
- The Value Proposition

⇒ Course 02: Personal Leadership and Influencing Skills

- Getting Started
- The Evolution of Leadership
- Situational Leadership
- A Personal Inventory
- Modelling the Way
- Inspiring a Shared Vision
- Challenging the Process
- Enabling Others to Act
- Encouraging the Heart
- Basic Influencing Skills
- Setting Goals

⇒ Course 03: Business Law

- Understanding Business Law
- European Community Law
- The Court System
- Civil and Alternative Dispute Resolution
- Contract & Business Law
- Employment Law
- Agency Law
- Consumer Law and Protection
- Law of Tort
- Business Organisations
- Company Law
- Business Property
- Competition Law

⇒ Course 04: Office Skills

- Introduction to Reception and Receptionist
- Business Telephone Skills
- Representing Your Boss and Company
- Mail Services and Shipping
- Travel Arrangements
- Organising Meeting and Conferences
- Time Management

⇒ Course 05: Marketing Fundamentals

- Introduction to Marketing Fundamentals
- Definitions of Marketing
- Traditional vs Contemporary Marketing
- Marketing Management Orientations
- Understand your Customers
- Segmentation

⇒ Course 06: Business Branding

- Business Course Promo Video
- Chapter 1 - Chapter 10

⇒ Course 07: Customer Relationship Management

- Introduction to Customer Relationship Management (CRM)
- CRM Fundamentals
- CRM Strategies CRM Strategies
- Data Analysis in CRM
- CRM Databases
- Deepening Customer Relationship
- Handling Customer Complaints
- Future of CRM

⇒ Course 08: Customer Service

- Understanding Customer Service
- Focusing on the Customer
- Customer Service and the Telephone
- Handling Complaints
- Enduring Stress
- Business Communication
- Verbal and Non-verbal Communication
- Written Communication
- Electronic Communication

⇒ Course 09: Dealing With Difficult People Training Course

- Difficult Promo
- Fundamentals
- Foundational Tips and Tools
- Difficult People – Relationships
- Difficult People – Solutions
- Problem – Solving
- Final Notes and Tips
- Bonus Video – dealing With Emotions & Anger

⇒ Course 10: Cross-Cultural Awareness Training

- Introduction to Cross-Cultural Awareness
- Cross-Cultural Communication
- Corporate Cross-Cultural Awareness
- Cross-Cultural Design
- Cross-Cultural Competency
- Cultural Values
- Working with and Managing a Culturally Diverse Team

⇒ Course 11: Assertiveness and Self Confidence Development

- Self Confidence Introduction
- Ways to Find Yourself
- Positive Mindset vs Negative Mindset
- Do it, Feel it and Achieve it
- Believe it and Achieve it
- ESTEEM SELF ANALYSIS
- STILL STRUGGLING TO FIND AND TO BE CONFIDENT

⇒ Course 12: Business Writing

- Words to Cut
- Building Strong Sentences
- SCQA
- How to Write Punchy Summaries
- Words that Work, Feedback that Improves
- Proof Reading Makes Perfect

⇒ Course 13: Level 2 Microsoft Office Essentials

- Excel 2016
- Word 2016
- PowerPoint 2016
- Access 2016

⇒ Course 14: Public Speaking and Presentation Skill Course

- Introduction
- QUICK UNLEARNING Before Starting this "SKILL"
- IS THIS HAPPENED WITH YOU????
- Impressive Methods of Hooking Audience, even before your Speech or Presentation
- 6 Highly Impressive Methods of Starting any Speech or Presentation!!
- Body Language: 6 Methods for Impressive Body Language for Speech or Presentation
- Vocal Variety: 3 Methods (VST) for POWERFUL Vocal Variety
- Effective Methods of Ending Any Speech or Presentation



Thank You