

The Effective Account Director

A practical one-day workshop covering the skills needed when moving from account manager to account director.

It is designed for those in consultancy.

PROFESSIONAL
£365*

**For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.*



Aims of the course

Delegates gain an insight into the nature of the leap from account manager to account director. They are taught to wield their new authority with an easy touch.

They learn how to win the respect of their clients and team and make their accounts profitable.

Delegates learn how to:

- Understand the extra dimension that comes with being an account director
- Develop strategies that their clients will buy into
- Identify and develop opportunities for revenue growth within their portfolio of accounts
- Manage client expectations
- Gain the respect of client staff and their own team
- Get the most out of their team
- Ensure that their accounts are profitably serviced

COURSE CONTENT

What Makes an Effective Account Director?

The added dimension of directing over managing. Stepping up to take charge. Authority without arrogance.

Establishing your added status in the eyes of your clients.

Taking ownership of both your client's problems and your own agency's problems.

Client Handling Skills

Demonstrating your new authority. Speaking for the agency and your team.

Developing effective strategies for your clients. Recognising the limits of what clients can buy into.

Managing client expectations.

People Handling Skills

Getting the most out of your team. Allowing team members to grow.

Keeping on top of complex projects, without trying to do everything yourself. Minimising over-servicing.

Recognising when you need to be firm and when you need to be flexible with your team.

Money Handling Skills

The financial dimension of account directorship.

Getting the most out of your budget. Monitoring budgets as though they were your own money.

Ensuring that your accounts are profitable.

Spotting and developing opportunities for revenue growth.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider