

KEY ACCOUNTS BOOT CAMP

This series of Key Accounts classes will provide information, skills and experiences that will assist in the development and/or enhancement of the utility's key account planning and activities.



LEARNING OBJECTIVES

- Identify specific key accounts
- Develop a toolbox of business services and resources
- Develop strategies for a Key Accounts Program
- Understand wholesale power structure and retail rate design
- Gain a basic understanding of critical industrial systems

COURSE OUTLINE

Topics covered include:

- Understanding Systems – Lighting, Compressed Air and Generation
- Conducting the customer visits
- Keys to successful communication
- Retail Rate Concepts for Key Accounts
- An Elected Official's Perspective
- Components of A Key Accounts Program
- Questline
- Key Account Tools for the 21st Century
- Metrics for Program Validation
- Ensuring the Future of Your Key Accounts Program
- Understanding the Competition
- Power Quality – Challenges

COST

Price includes all three sessions, a Participant Guide, snacks and lunch.

Class Size is limited to 15 Maximum

Members: \$699

Associate Members: \$1099

Non-Members: \$1299

DATES

September 8, 2021

September 15, 2021

September 22, 2021

TIMES

8:30 a.m. – 3:30 p.m.

LOCATION

ElectriCities

1427 Meadow Wood Blvd.

Raleigh, NC 27604

Cancellation Policy: Please contact the Learning & Development Coordinator **prior to the deadline if you are unable to attend.**

- **Course Cancellation:** If a course or session is cancelled, all registrants will be notified with a full or partial registration fee refund.
- **Participant Cancellation and No Shows:**
 - **Non-refundable** registration fee after Registration Deadline of **August 25, 2021.**
 - **No refunds** for missed sessions.