



BUILDING A KEY ACCOUNTS CULTURE



The ‘Building a Key Accounts Culture’ course is a great tool Touchstone Energy has developed for its member cooperatives. It helps employees understand how every position at the co-op plays an important role in serving key accounts, and to see the big picture of how the success or failure of a key account impacts not just the co-op but the entire community we serve.

*-Brian Lacy, Manager of Communications & External Affairs
Cullman Electric Cooperative*

Overview

Touchstone Energy’s “Building a Key Accounts Culture” all-staff training is a 90-minute interactive workshop for cooperative employees that will cover:

- *The definition of a Key Account*
- *The Cooperative Business Model and Key Accounts*
- *Importance of Key Accounts to the Cooperative and the Community*
- *Your Vital Role*
- *The Power of Human Connections*

Serving Non-Residential Members is a Team Effort!

“Building a Key Accounts Culture” is designed to educate employees about the importance and unique challenges in serving commercial, industrial and agricultural accounts. This includes national chains, your largest loads, schools, hospitals and other important community stakeholders. From member service to operations, field crews to accounting, everyone has a vital role to play in serving key accounts.

Workshop Costs

Basin Electric offers this workshop as a member benefit. The class is designed to be delivered onsite at distribution cooperatives and can be offered up to four times per day and customized for each audience. You may also choose to hire one of Touchstone Energy’s facilitators for \$3,000. This fee includes travel, meals and workshop materials. The cost can be shared between co-ops.

Questions

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Learn more about the Culture of Key Accounts by downloading the Touchstone Energy Experience

1. Download the app



2. Scan this image



3. Take the interactive journey



Schedule your Building a Key Accounts Culture program today!