

KEY ACCOUNT MANAGEMENT ESSENTIALS

MAKE YOUR SALES TEAM THE DRIVING FORCE BEHIND YOUR BUSINESS

Business is evolving rapidly, buyers are getting more sophisticated and technology is being deployed more than ever, creating additional buying channels and great opportunities for the modern Key Account Manager who wishes to maximise revenues and profits. This highly engaging and practical Key Account Management training course will prepare all delegates to manage key accounts effectively.



Workshop Objectives

- Implement the total process of key account management
- Focus resources, time and attention effectively in the development of key accounts
- Demonstrate ability and confidence in managing key accounts
- Communicate more effectively with key customers
- Develop long-term mutually beneficial relationships



Learning Methodology

- The topics are transferred by means of short focused presentations which are followed by experiential learning sessions, real-world examples and case studies in the class-room
- Rapid on the job learning is achieved by means of Learnage App, Weekly reinforcements, Peer Learning, Self-assessments, facilitator mentoring and constructive feedback.



Organisational Impact

- More effective key account managers
- An improved corporate wide understanding of customers and better long-term relationships
- Improved strategic partner status
- Increased forecast accuracy and certainty of outcomes
- Ability to anticipate and counter the efforts of competitors



Personal Impact

- Be able to develop a key account plan
- Recognize the stages of a key account relationship
- Identify and develop potential in your key accounts
- Build and develop internal teams to help service key accounts

Learnage works with organisations to transform training experiences into behavioral change

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COURSE OUTLINE

DAY-1 : Introduction to Key Account Management

- Definition of the Roles and Responsibilities of Key Account Managers
- Competency Requirements for Key Account Managers and Taking Stock
- Comparing Selling and Key Account Management
- Key Account Management requires Organisational change, It is not just a sales technique
- Workshop: What defines a Key Account?
- Penetrating, Expanding, and Protecting Key Accounts
- Working with Marketing, Channel Management, Operations, Logistics, etc.,

DAY-2 : Understanding Your Customers

- Understanding Buyer Motivation and How You Can Influence It
- Assessing Client Organisational Culture and It's Fit with Your Organisation
- Understanding Your Client's Key Business Objectives, and Aligning
- The Use of A Client SWOT Analysis
- Developing a Competitor Matrix
- Who's Who - Determining Buying Roles and Networking
- How Buying has Changed and Adapting Accordingly
- Understanding and Reducing the Customer's Perception of Risk

DAY-3 : Best Practices and the Key Account Manager

- Consultative Selling and Adding Real value to the Client
- Developing the Client's Staff as Your Internal Salespeople
- Managing Complex Accounts with Multiple Decision-makers
- Maintain Team Focus Ensuring Account Objectives and Key Tasks are Achieved

DAY-4 : Developing a Strategic Key Account Plan

- Designing a Modern Day Account Development Strategy
- Create and Managing a Contact Matrix
- Getting High-level Buy-in and Support
- Ensuring All Team Members are Aware of their Roles and Responsibilities

DAY-5 : Consolidation and Development

- Investment Required to Yield Maximum Returns
- Appointing High Level Key Account Management Champions in Your Organisation
- Win Win Negotiation - The Only Way
- Personal Development Plans

At the end of this workshop, your nominated participants will be instrumental in maximizing the value that the KAM function brings to your organization and implement a 30-60-90 day action plan to demonstrate business outcomes in their respective accounts

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