

€ TRAINING

Key Account Management





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Introduction:

This training program is designed to equip participants with the skills and strategies necessary to effectively manage key client relationships within an organization. It typically focuses on understanding client needs, developing tailored solutions, and building long-term partnerships. Participants will learn how to identify key accounts, analyze their requirements, and implement strategies to maximize value for both the client and the organization. Emphasis is placed on communication techniques, negotiation skills, and relationship-building strategies to foster mutual trust and collaboration. Overall, this program aims to empower participants with the knowledge and tools needed to excel in nurturing and growing key client accounts.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the principles of Key Account Management.
- Identify and prioritize key accounts within the organization.
- Develop tailored strategies to meet the unique needs of each key account.
- Strengthen client relationships through effective communication and collaboration.
- Maximize value for both the client and the organization through strategic account management practices.

Targeted Audience:

- Global Heads of Key Accounts who want to win more business globally.
- Account managers seeking to enhance their skills in strategic account management.
- Sales professionals responsible for managing key client relationships.
- Business development executives involved in identifying and nurturing key accounts.
- Customer success managers focused on maximizing client satisfaction and retention.
- Executives and managers aiming to align organizational strategies with key client needs.
- Key account team members who need to contribute to the key account plan.

Program Outlines:

Unit 1.

Mastering Key Account Management Essentials:

- The principles of effective key account management.
- Understanding the five levels of KAM.
- Information required to construct a key account strategy.
- Structuring the key account strategy.
- Putting your objectives and strategy into context.
- Identifying the customer's challenges and Key Success Factors.

Unit 2.

Navigating Customer Dynamics and Competitive Landscapes:

- Finding and filling their capability gaps.
- Identifying hidden influencers in the key account.
- Discovering their challenges and priorities.
- Understanding their attitudes, perception, and motivation.
- Creating and using personas.
- How to tackle competitors in the account.

Unit 3.

Crafting Strategic Objectives and Influencing Decisions:

- Defining your KSFs for the account.
- Explaining and justifying your strategy and objectives.
- Targeting to influence the product specification.
- Building relationships with key decision-makers.
- Developing credibility outside the account.

Unit 4.

Executing Effective Communication and Negotiation:

- Communicating inside the key account.

- Becoming the thought-leader externally and internally.
- Offering the customer superior value propositions.
- Communicating to make your prices buyer-proof.
- Using principled negotiation with the key account.

Unit 5.

Utilizing Tools and Templates for Strategy Success:

- Templates and tools to construct the key account strategy.
- Tools to manage and control the strategy.
- Forming the key account team.
- Using colleagues from different disciplines to add value in the key account.
- Building and maintaining motivation for your key account strategy.