

# € TRAINING

Key Account Management



12 - 16 August 2024  
Madrid (Spain)



# Key Account Management

REF: M366 DATE: 12 - 16 August 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

## Introduction:

This engaging and practical Key Account Management training program equips participants with the skills to effectively manage key accounts. In today's rapidly evolving business landscape, sophisticated buyers and advancing technology create new buying channels and opportunities. This program empowers modern Key Account Managers to capitalize on these changes, maximizing revenues and profits.

## Program Objectives:

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

- Develop a sales plan for each strategic key account to fully satisfy client needs and maximize customer value.
- Improve margins and keep more profit.
- Prioritize efforts for maximum results.
- Lead the buying process and close more sales.
- Maximize human capital utilization.
- Identify, evaluate, and prioritize opportunities for business and relationship development.

## Targeted Audience:

- Account Managers.
- Sales Managers.
- Sales People who are managing Key Accounts or have limited experience in managing accounts customers in a Business to Business environment.

## Program Outlines:

Unit 1:

Key Account Management:

- What is a Key Account?

- Who Makes the Rules for Qualifying Key Accounts?
- Overview of Key Account Management.
- Business Perspectives and Trends.
- Customer Expectations.
- Profitable Growth Strategies.

## Unit 2:

### Account Analysis:

- Necessary Step Towards Defining and Selecting Key Account.
- The Single-Factor Models.
- The Portfolio Models.
- The CALL PLAN Model.
- Cost per Call and Break-Even Sales Volume Computation.
- Selection Criteria and Measuring Attractiveness.
- Use of Resources versus Cost to Serve.

## Unit 3:

### The Key Account Relational Development Model:

- The Pre Relationship Stage.
- The Early Relationship Stage.
- The Mid Relationship Stage.
- The Partnership Relationship Stage.
- The Synergetic Relationship Stage.

## Unit 4:

### The Account Planning Process:

- The Account Planning Process Criteria.
- Analyze the Customer, Past Business, and Competition.

- The Competitive Analysis Matrix.
- The Customer Expectation Benchmark Matrix.
- Developing Account Strategies.
- Use of SWOT and TOWS Analysis.
- Strategy Development Tools.

## Unit 5:

### The Critical Role of Key Account Managers:

- Understanding the Role and Responsibilities of KAMs.
- Building and Leading Effective Key Account Teams.
- Maximizing Sales through Effective Negotiation.
- Negotiation Skills and Tactics.
- Building Long-Term Customer Relationships and Trust.
- Understanding the Importance of the Customer Service Function in KAM.
- Relationship Selling: Rethinking the KA Salesforce.
- Performance Challenges and Measurement Criteria.