BLACKBIRD FOR TRAINING

Key Account Management (KAM)

Amsterdam (Netherlands)

20 - 24 January 2025

Key Account Management (KAM)

Code: CC28 From: 20 - 24 January 2025 City: Amsterdam (Netherlands) Fees: 4200 Pound

Introduction

This course is designed to transform participants into business advisors and high yielding and profit-generating relationship managers whom clients rely on and companies value. The course shows participants how to build long-term, value-based relationships with large accounts, penetrate them for additional business, and maximize the revenue they generate while reducing the time and costs of managing them. The course also provides a strong focus on quantitative approaches to account qualification and account planning best practices.

Course Objectives of Key Account Management KAM

- Define the functions of key accounts and their importance for the commercial organization
- Identify and prioritize key accounts to measure their profitability and qualify their strategic importance for their company
- Classify the different levels of customer relationships to enhance the way they interface with customers
- Develop customer-focused plans and strategies needed in the development of key accounts
- Build core key account competencies to meet the ever-changing challenges in the market

Key Account Management KAM Course Outlines

Day 1

Key Account Management KAM defined

- The changing nature of sales force activity
- Definition of key account management
- Criteria for qualifying Key Accounts KA
- Strategic accounts versus key accounts
- Objectives of KAM
- Managing customer profitability and Customer Relationship Management CRM
    - Definition and goals of CRM
    - The value of loyalty
    - Acquisition costs and lifetime value LTV

Day 2

Account analysis: defining and selecting KA

- KAM: best-practice actions
- Account analysis insights
- Account analysis methods
    - The single factor models
    - The portfolio models

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    - The decision models
- Important 'KPIs' for KA qualification
    - Computing the cost per call
    - Break-even sales volume
    - Result-based simulation

Day 3

Key account relational development model

- Business partnership defined
- The partnership skillset
- The KA relational development model
    - Pre-relationship stage
    - Early relationship stage
    - Mid-relationship stage
    - Partnership relationship stage
    - Synergetic relationship stage
- Reasons for divesting partnerships
- The KA quiz

Day 4

The Key Account Planning process KAP

- Two layers of planning
- Prioritizing efforts
- Important business analysis
    - Customer analysis
    - Past business analysis
    - Competition analysis
- Identifying opportunities
    - 'SWOT' analysis
- Developing an account strategy
    - 'TOWS' analysis

Day 5

The critical role of key account managers

- Understanding the role and responsibilities of key account managers
- Harnessing daily to-do-lists to optimize sales productivity
- Identifying and working with different personality styles
- Presentation skills for key account managers

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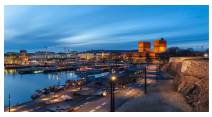
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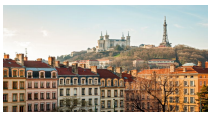
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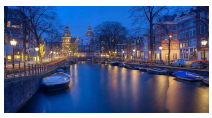
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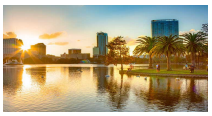
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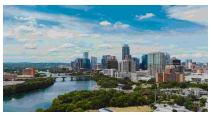
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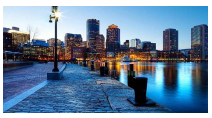
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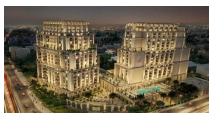
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