

## Key Account Management (KAM)

*Kuala Lumpur (Malaysia)*

*22 - 26 September 2025*

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The background of the entire page features a chessboard with several chess pieces. In the foreground, a large gold king piece stands prominently on a dark square. To its left, a silver pawn is on a light square. Further left, another silver pawn is on a dark square. The chessboard extends into the background, with more pieces visible but out of focus. Overlaid on this scene are several concentric, light gray circles that radiate from the center, creating a sense of depth and focus.

## Key Account Management (KAM)

Code: CC28 From: 22 - 26 September 2025 City: Kuala Lumpur (Malaysia) 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

A graphic of a chessboard with a king piece in the foreground. The text 'UK Training PARTNER' is overlaid on the board.

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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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