



Key Account Management

Bangkok (Thailand) - AVANI Khon Kaen Hotel & Convention Centre

14 - 18 December 2020

Key Account Management

Course code: FA3075 From: 14 - 18 December 2020 Venue: Bangkok (Tailand) - AVANI Khon Kaen Hotel & Convention Centre Course Fees: 5000 Euro

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 in 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

- 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

Course Outlines of Key Account Management

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 life time value LTV

Account analysis: defining and selecting KA

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

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

Key account relational development model

- Business partnership defined
- The partnership skill set
- 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

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 account strategy
 - 'TOWS' analysis

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