

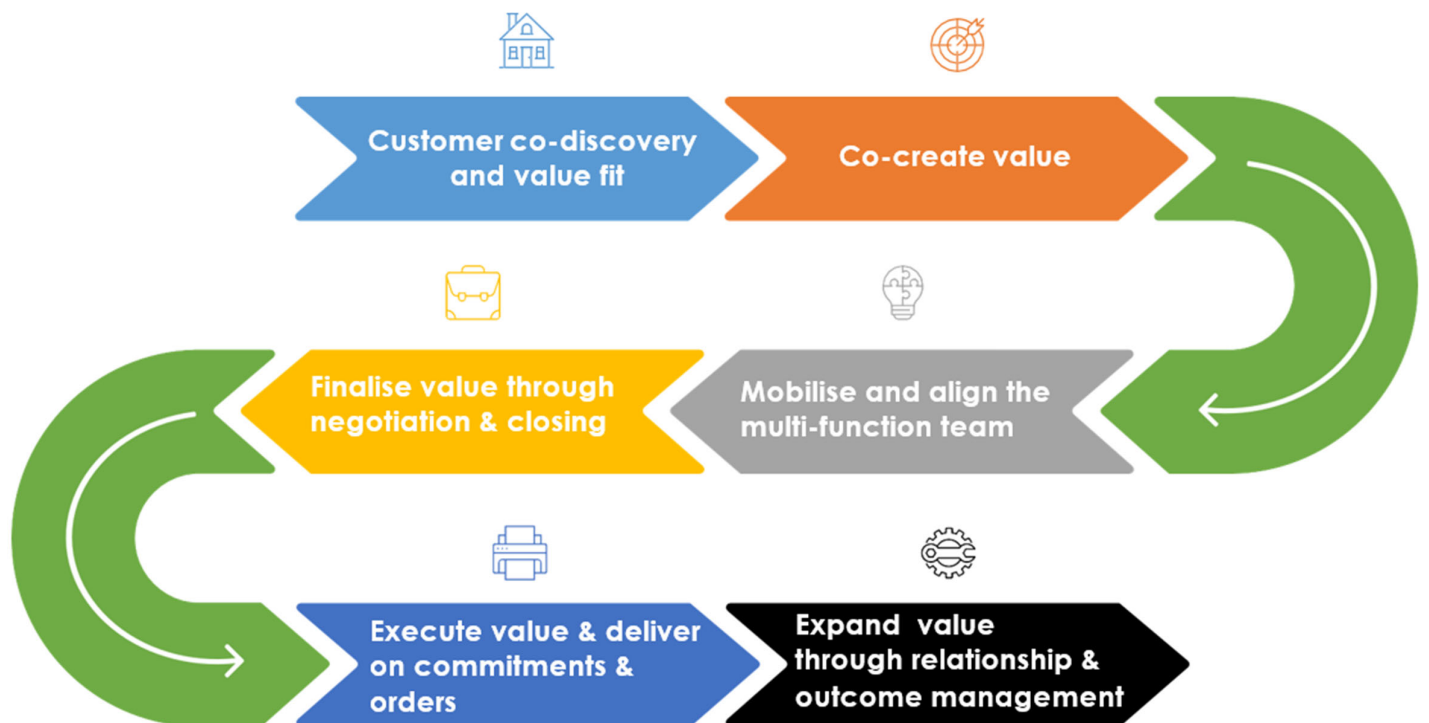
Key Account Management

Earn more revenue by building long term business relationships with your most important customers

- Earn predictable revenue through long-term business relationships!
- Create joint solutions that deliver value to both parties!
- Improve business acumen to communicate in financial terms!
- Gain access to decision-makers and negotiate more complex deals!

This comprehensive and practical **eight-week** programme is designed to provide key account managers with the skills and resources to develop and sustain **long-term strategic customer relationships** for mutual growth, profitability, trust, loyalty, innovation, and risk management.!

The secret to sales growth: Build strategic relationships with high-value customers:



"I have attended lots a sales courses in the past, but they were very generic. This is the first programme that gave me skills I can actually use." Account Executive: Oracle

Module 1: What is KAM?

Introduction to key concepts of Key Account Management - the roles and responsibilities of the Account Manager.

- Definitions
- Why Key Account Management?
- Best Practices
- The role of the Account Manager

Module 2: Prioritise your investment

A structured framework to evaluate where to invest time, energy, and resources.

- Investment versus return – get your priorities right
- Assess your strengths, weaknesses, and unique advantages
- Identify resources available
- Understand the customer's business environment
- Build your sales strategy

Module 3: Build your Account Plan

A step-by-step guide to building your account plan.

- Be clear about the potential of each account
- Work with Value Chains
- How to develop a key account over the long-term
- Recognise threats and deal with them
- Set specific goals and objectives

Module 4: Create Joint Solutions

Building long-term business relationships involves co-creating solutions that allow both parties to achieve their objectives.

- The importance of joint solutions
- How to communicate compelling joint value propositions
- Create solutions that leverage joint capabilities
- Practical implementation of joint solution development
- Integrate common language and process

Module 5: Relationship Management

The KAM needs to be able to map out the needs & influence multiple stakeholders:

- Build an authority influence matrix
- Where does the real power lie in the account hierarchy?
- How to influence multiple stakeholders
- Increase your chances of a successful sale by coaching customer advocates to achieve common goals

Module 6: Lead your Sales Team

The KAM needs to be able to co-ordinate with internal account & sales teams:

- How to qualify the opportunity
- Preparation required
- Successfully deliver the kick-off meeting
- What to practice
- Conduct a debrief

Module 7: Build your business case

The Account Manager needs to be able to present a business case that will help the decision makers evaluate the solution you are offering against strategic business objectives.

- How to build a business case

What goes in to a business Case?

- Measuring value and managing risk
- How to present your solution to stakeholders
- Secure the deal – techniques for closing the sale

Module 8: Collaborative negotiations

At times you will need to negotiate the final terms. The Account Manager focuses on a collaborative solution that benefits both parties.

- How to improve your negotiation skills
- Planning is everything
- Strategies for managing different personalities
- How to deal with common objections
- Methods you can use to create measurable value taking the pressure off price
- A structured approach to complex business negotiation