

Strategic Key Account Management

Guidelines to earning more revenue from your key accounts

- Ensure predictable revenue streams through long term business relationships
- Create joint solutions that deliver value to both parties
- Improve business acumen so you can communicate in financial terms
- Negotiate and close big deals

*This **two-day** intensive workshop is designed to provide 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*

Workshop Objectives

- Complete a successful transition into the key account manager's role.
- Construct and implement clear strategic plans to consolidate your key account relationships and gain valuable new and repeat business.
- Recognise and deal effectively with competitor threats.
- Use effective skills to persuade and motivate the key buyers, influencers and decision-makers.
- Select the most appropriate approach to secure increased and profitable business from your key accounts.
- Develop strong personal links with all the key individuals in your major accounts and turn relationships into long-term partnerships.
- Respect, reassure and motivate the key personnel charged with servicing and supporting your major accounts.

Resources, Sales Tools and Templates

Apart from the learning guides and self-study material, the following tools and templates will also be made available:

- Account plan
- Sales plan
- Business case templates – spreadsheets and Word document
- Negotiation guide
- Performance framework (Set goals, objectives and key performance indicators)
- Coaching guides (help you improve your performance in a structured way)

What is Key Account Management?

- Definitions
- Why Key Account Management?
- Best Practices

The role of the Key Account Manager

- Resource Management
- Strategic Direction
- Team development
- Internal and external communications

Prioritise your investment

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

Build 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
- Setting specific goals and objectives

Create joint solutions

- The importance of joint solutions
- Planning for 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

Relationship Management

- 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 sales through Commercial Coaching
- Networking within your account
- Working with Account Teams
- Coaching customer advocates to achieve your goals

Communicate Value across the organisation

- How to build a business case
- Elements of a good presentation
- How to present your solution to stakeholders
- Secure the deal – techniques for closing the sale

Strategic Negotiations: from price to solution

- 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