



TIMELY
RESPONSE




EVERY
day is
CUSTOMER
day



SERVICE
with a



A  customer is a   customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



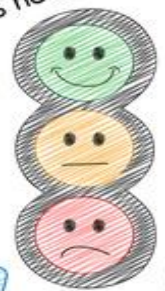
LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



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Key Account Management

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Key Account Management

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 Methodology

The course includes Self Assessment tools, planning and analytical templates, and psychometric Self Assessment instruments to measure personal abilities to accommodate different personality styles. Group exercises and case studies will also be integral parts of the training methodology used.

Course Objectives:

By the end of this course, delegates will be able to:

- 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 marketIn addition to key account managers and sales

managers, this course is targeted at cross functional personnel who seek to understand modern customer management practices to improve cross functional support and develop personal careers in key account management.

- Target Competencies
- Target Audience
- Account planning
- Sales forecasting
- Networking skills
- Cost to serve computations
- Account classification models
- Presentation skills
- Time management
- Relationship management

Course Outline:

- **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