

Key Account Master Class



Key Account Master Class

Building Business Value
with
Key Account Management

Call us

To Book Call +44 752 678 3121

Key Account Management

“ **Account Management is the process of maximising the return on your investment in a customer by defining and actioning appropriate plans that will enable you to build on the present, to manage the future**”
(Peter Cheverton)

Having identified an opportunity to grow your business financially and exponentially through developing and adding value to your key account customers. Specifically, you have discovered that if you can maintain your current customer retention levels and provide additional, value added services to this customer base, you will achieve some important objectives.

First, you will be able to increase revenue levels and subsequently bottom line profits by having existing customers introduce more product lines. Moreover, you will increase your competitiveness in the market place that they are the preferred supplier in their sector by gaining the competitive advantage.

Second, you will have the opportunity to gain a larger share of your key customers' wallet. This will also cement the relationship with the customer ensuring long-term retention of their business.

Third, assist and train the key account managers to measure the potential of the key accounts to yield growth in your organisation's profit.

To summarise, the development of a Key Account Management Programme will:

- Develop a relationship that provides stability and growth
- Add value to the customers business
- Capitalise on the opportunities a customer presents
- Optimise the profitability of the business in an account
- Create a competitive advantage



Blocks to achieving objectives:

- Low level of Face to Face meetings with Key Accounts
- Lack of "farming" of accounts to produce organic growth
- Failure to recognise and spot opportunities for adding value due to lack of commercial awareness
- Not identifying the evolving needs of the customers at an early stage
- Lack of questioning skills to uncover problem/pain areas within an account where you can provide a value added solution
- Poor negotiating skills
- Failing to identify key decision makers and decision-making process within a key account
- The inability to delegate tasks, leading to poor time management
- Failure to focus on growing the customers' business with **You**
- Skills gaps between account directors and account managers

Key Account Management Training Modules

Module 1 | The Role of the Key Account Manager

Sales Myths Setting
Workshop objectives Your Sales Role Defined as a Farmer
Responsibilities of a
Differentiating account selling
Understanding common key account pitfalls
Assessing your strengths, weaknesses
Determining the criteria for major account status

Module 2 | Knowing your Account

Researching your customer's profile for accurate positioning
Assessing an account's volume of business and profit potential
Examining the organisation's structure and politics
Analysing the customer's short-term and long-term buying cycles
Using gap analysis

Module 3 | Formulating Account Strategy

Creating an account plan,
Developing competitive pricing
Measuring account profitability
Using CRM strategies to add customer value and build stronger and more loyal relationships
Focusing on customer-driven measures

Module 4 | Managing the Account

Identifying key decision makers
Influencing and negotiating with multiple decision makers
Utilising ROI selling
Producing effective proposals
Setting specific goals and objectives for each meeting
Giving effective and skilful presentations and ensuring all meeting are productive

Module 5 | Adding Value to the Account

Networking and maintaining alliances across an organisation to maintain preferred supplier status
Creating value-added marketing programmes for major accounts
Looking for opportunity – identifying wider sales across the whole account

Module 6 | Developing Your Key Account Strategy

Setting Goals for your Key Accounts
Developing a plan for your Key Accounts
Business Plan Template





WHO SHOULD ATTEND

This workshop is a MUST for

ALL Sales People who want to refine sales key account planning techniques, build key account skills and grow their key accounts.

AS WELL AS

Directors, VPs, Heads, and Senior Managers of Sales Management, Sales Operation Management, Business Development, Account Management, Marketing, Telesales, and Direct Marketing.

Salesexcellence