

# Key Account Master Class

STEP YOUR SALES UP TO A NEW LEVEL  
**SALES XCELLENCE**

## Key Account Master Class

Building Business Value  
with  
Key Account Management

20<sup>th</sup> & 21<sup>st</sup> April 2019 Park Inn, London Heathrow  
27<sup>th</sup> & 28<sup>th</sup> April 2019 Radisson Blu Hotel Manchester Airport  
1<sup>st</sup> & 2<sup>nd</sup> May 2019 Holiday Inn Birmingham Airport  
Fee: £895

*(Fee includes workbook, refreshments and lunch)*

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

What do you wish to achieve?  
Sales Myths and functional fantasies  
Setting Workshop objectives – from a list of objectives  
Your Sales Role Defined as a Farmer- what it means to be a Farmer  
Defining the role and responsibilities of a key account manager  
Differentiating account management from selling  
Understanding common key account management pitfalls  
Assessing your strengths, weaknesses and unique advantages as a supplier  
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 to see where your customer wants to be / could

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 meetings 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



STEP YOUR SALES UP TO A NEW LEVEL  
**SALES**XCELLENCE



## **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**