



KEY ACCOUNT MANAGEMENT: Establishing Profitable Customer Relationships

Course Introduction:

Aims to support HR professionals develop effective L&D strategies for their teams and coordinate recruitment and selection processes more effectively. Building quality key account strategies is the heart of successful business marketing programs. The role of the sales force in establishing and nurturing these relationships is vital. The sales environment is rapidly changing. Long selling cycles, complex propositions, and high value sales make new methods necessary. This seminar provides the latest thinking in key account and customer relationship strategy for companies who want to differentiate their product and service by value-added elements tailored to customized solutions for key customers.

Course Objectives:

By the end of the program, participants will be able to:

- Improve margins and keep more profit.
- Prioritize efforts for maximum results.
- Develop a sales plan for each strategic (key) account to fully satisfy client needs and maximize customer value.
- Lead the buying process and close more sales.
- Maximize human capital utilization.
- Identify, evaluate and prioritize opportunities for business and relationship development

Who Should Attend?

This course is suitable for:

- The seminar is especially designed for key account and sales force managers in charge of developing and targeting customer relationship programs
- For any manager determining the criteria for developing a key/strategic account program, and which customers should be included in that program.
- All decision-makers involved in supporting key/strategic account and customer relationship management programs can benefit from attending this seminar.

Course Outline:

Key Account (KA) Management

- Definition of Key Account Management
- Setting the Rules for Qualifying Key Accounts
- Overview of Key Account Management: Business Perspectives and Trends; Customer Expectations; Profitable Growth Strategies
- The Key Account Management Function and the Sales Department Structure

Account Analysis: A Necessary Step Towards Defining and Selecting KA (KAM)

- The Single-Factor Model
- The Portfolio Model
- The CALL PLAN Model
- Cost per Call and Break-Even Sales Volume Computation
- Selection Criteria and Measuring Attractiveness
- Use of Resources versus Cost to Serve

Key Account Relational Development Model

- Pre Relationship Stage
- Early Relationship Stage
- Mid Relationship Stage
- Partnership Relationship Stage
- Synergetic Relationship Stage
- Reasons for Divesting Partnerships
- Evaluating your Current Partnership Level with Key Accounts

The Account Planning Process (KAP)

- Account Planning Process Criteria
- Analyze the Customer, Past Business, and Competition
- The Competitive Analysis Matrix
- The Customer Expectation Benchmark Matrix
- Developing Account Strategies
- Use of SWOT and TOWS Analysis
- Strategy Development Tools
- Template for Key Account Management Planning
- Creating a Performance Measurement Dashboard for Individual Key Accounts

The Critical Role of Key Account Managers (KAD)

- Understanding the Role and Responsibilities of Key Account Managers

- Building and Leading Effective Key Account Teams
- Maximizing Sales through Effective Negotiation
- Negotiation Skills and Tactics
- Building Long-Term Customer Relationships and Trust
- Understanding the Importance of the Customer Service Function in KAM
- Relationship Selling: Rethinking the KA Sales Force
- Performance Challenges and Measurement Criteria
- Presentation Skills for Key Account Managers

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

