



A true Key Account is one of the most valuable assets a business can have. It provides long term security, competitive advantage and deprives your competitors of a large amount of revenue! Key Account Management is the development of strong relationships, collaborative processes & innovative solutions.

In this Masterclass participants will learn how to create sustainable competitive advantage when working with your most important customers.

**Learning Outcomes:** This Masterclass will teach how to:

- Maximise customer retention
- Win new accounts against the your competition
- Secure and enhance your customer relationships
- Understand your customer's values to achieve profitable *Preferred Supplier Status*
- Add value through innovative propositions
- Align your whole business behind a key account management strategy

In addition it will demonstrate:

- How to accurately measure account profitability
- A methodology to identify and segment accounts for maximum effectiveness

## Contents

### What is a Key Account?

- The value of Key Accounts over time
- The Role of a Key Account Manager
- The challenges faced by KAMs

### Introducing the Four P's of Key Account Management

- People
- Product
- Purpose
- Processes

### People

- How buyers buy
  - The Buyers 'Supplier Management Matrix'
- Understanding Personalities
  - Psychometric Profiling exercise
- Navigating Organisational Politics
  - Understanding Power through Stakeholder Mapping
- The Relationship Development Process
  - Refer -> Defer -> Prefer
- Dealing with Resistance





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**Product**

- What do we sell?
  - What does the Customer buy?
- Consultative Selling
  - Understanding the real needs and issues
- The PREPARED Sales Process
  - Seeking additional opportunities and revenue streams

**Purpose: Goals**

- Setting Account Goals
  - Strategic and tactical planning
  - V-STAR (Vision → Strategy → Tactics → Actions → Results)
- SWOT Analysis
  - Interpret/act on SWOT outputs: Offensive, defensive & development strategies
- Gaining commitment in our own organisation
- Adding Value through customer service
  - Differentiation strategies

**Purpose: Account Retention**

- Competitive Awareness
  - Gaining competitor intelligence
  - Understanding competitor tactics
- The SAFE Call cycle: The award winning multi-call strategic framework
- Brickwall tools to protect Key Accounts
- Managing Customers in the VOTE zone (Visible Opportunity to Exit)
- Dealing with issues and underperformance

**Processes for Key Accounts**

- Selection Criteria
- Planning Processes
  - Plan on a Page
- Key Account Communication Matrix
  - Internal and Account based communication
- Roles & Responsibilities
  - Managing your account team
- BRAD Meetings (Business Review And Development)
  - KPI's and CSF's
  - Assessment against Plan

**Duration: 3 days**

