

## Key Account Management Training – module 04

This module programme will equip account sales managers with the skills and tools to develop and implement detailed dynamic account strategies and plans for their key accounts. Using their own customers as case studies, participants establish how 'best practice' principles can be applied to managing their own key accounts whilst adding immediate value into their own organisations. Those responsible for managing face-to-face relationships with customers that have a significant impact on achieving the organisation's business objectives. Participants should have 0 up to 3 years' sales experience. The course is also valuable for managers and directors intending to implement a key account management strategy within their organisation.

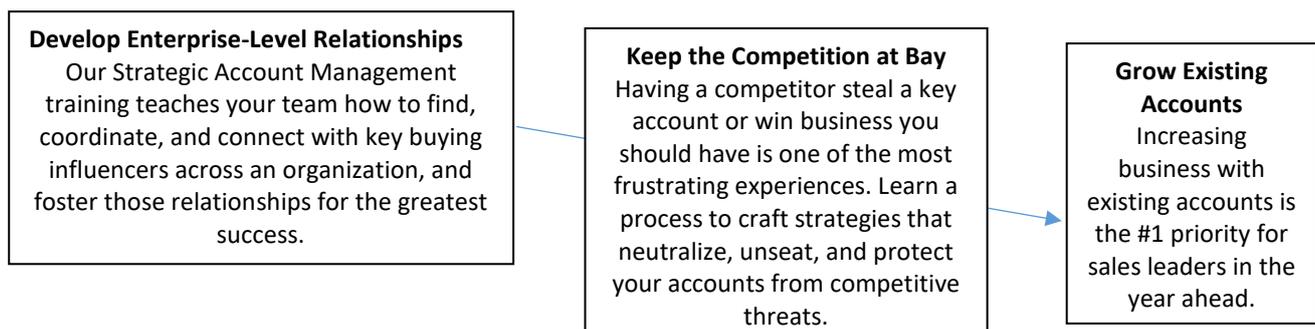
### What to Expect

By the end of the KAM module, participants will:

- Recognise which customers are key accounts.
- Understand the scope of the key account management role.
- Recognise the stages of a key account relationship.
- Develop a strategic key account plan.
- Identify the potential in your customers.
- Use professional business analysis tools.
- Develop internal teams to meet the needs of key accounts.
- Identify and develop relevant KA database.
- Utilise internal resources in a virtual team environment.
- Understand the impact of key account management on internal communication and customer records.
- Develop a strategic plan for a customer - and get feedback.

### Module Content

Selling to existing accounts is one of the biggest untapped opportunities for revenue growth. In fact, Top Performers in strategic account management experience significantly greater revenue growth, profit growth, and year-over-year client satisfaction. With Key Strategic Account Management training, your team will gain the critical skills and knowledge needed to turn account growth opportunity into account growth reality. They'll learn a proven process for strategic account planning that will allow them to systematically review and grow their accounts.



The content of the module is based on extensive research by D2EM into what makes an effective KAM person. It includes, Identify and segment key accounts and their profitability, identify opportunities to add value and provide a total business experience, Create and implement client focused service strategies, create a written key account management plan, Develop and implement contract management and communication plans and Create an **Action Plan** that can be used instantly.