Key Account Management Programme

Programme outline

The strategic role of sales and key account management: identifying, creating, delivering and communicating value

Although there is always a revenue return on investment expected from key accounts, adopting solely a sales focus to key account management means an organisation is likely to miss out on opportunities to innovate processes and service based on key account feedback and analysis of their journey. Session one examines the holistic role of key accounts for an organisation and how to use key account generated insight for the benefit of the whole organisation.

- Understand the difference between sales and key account management.
- Understand the macro level processes that will enhance the value the key account derives from the relationship.
- Understand the role played by other functions in the organisation in the delivery of customer value.
- Understand how to run a customer journey planning workshop.

An exploration of what customers’ value and how to get everyone in your organisation singing from the same hymn sheet

As key account managers develop ever wider relationships, they need to fully understand the buying motivators for each member of the Decision Making Unit (DMU) and ensure that all functions in their organisation are communicating the right messages to the right people at the right time with the right person. To this end, improving cross-functional relationships is key to the development of the communications and sales matrix so that the organisation can take full advantage of the opportunities for peer to peer selling.

- Understand the motivations of different members of the DMU.
- Understand how to develop closer relationships with non-sales functions.
- Understand the roles that senior managers can play in enhancing the key account relationship and advancing the sales process.
- Understanding different methods for the communication of value.

Winning the political battle and creating rapport

In this session, we introduce tools and techniques for creating rapport during a prolonged sales cycle involving multiple meetings with different members of the DMU. The session also addresses the process and structure around sales calls and qualification criteria that will help to build a robust pipeline.

- Practical experience in understanding how different people take in information and how to create rapport with a wide cross-section of people.
- Understanding the importance of structure for all meetings/ sales calls with a customer.
- Understanding the role of qualification criteria in building a campaign.
Campaign and account planning

In this session, we will practice techniques for campaign planning and also address the need for and structure of individual account development plans. The final part of the course introduces leadership skill and concepts with which a key account manager will need to be familiar in order to lead the implementation of the retention and growth strategy for the key account.

- Understand how to run a campaign planning workshop and the subsequent campaign plan.
- Understand the role and structure of an account development plan.
- Appreciate the choices of leadership style and how to determine which to adopt in order to successfully implement the key account strategy.