

Key Account Management Programme

Programme outline

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

By adopting purely a sales focus to key account management, organisations can miss opportunities to innovate processes and service based on key account feedback and analysis. Session one examines the holistic role of key accounts 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 enhance key account value.
- Understand the role played by other organisational functions in delivering 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

Key account managers need to fully understand the buying motivators of each member of the Decision Making Unit (DMU). They must ensure that all functions in their organisation are communicating the right messages to the right people at the right time. Improving cross-functional relationships is key to the development of the communications and sales matrix, which enables the organisation to 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.
- Understand 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.

- Understand how different people take in information and how to create rapport with a wide cross-section of people.
- Understand the importance of structure for all meetings and sales calls with a customer.
- Understand the role of qualification criteria in building a campaign.

Campaign and account planning

In this session, we practice techniques for campaign planning and address the need for, and structure of, individual account development plans. The final part of the course introduces the leadership skills



and concepts needed to implement a key account retention and growth strategy.

- Understand how to run a campaign planning workshop and develop campaign plan.
- Understand the role and structure of an account development plan.
- Appreciate the choices of leadership style and learn how to determine the appropriate style for each key account strategy.