



Key Account Management: Establishing Profitable
Customer Relationships



13 - 17 January 2025



Madrid (Spain)

Key Account Management: Establishing Profitable Customer Relationships

course code: R5025 From: 13 - 17 January 2025 Venue: Madrid (Spain) - course Fees: 4500 Euro

Program 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.

This Program is designed for:

Account managers, sales managers, sales people who are managing Key Accounts or have limited experience in managing accounts customers in a Business to Business environment. This program is worth 25 NASBA CPEs.

Note: Fundamental sales skills are assumed and will not be covered on this course.

Program Outline:

Key Account Management

- What is a Key Account?
- Who Makes the Rules for Qualifying Key Accounts?
- Overview of Key Account Management: Business Perspectives and Trends; Customer Expectations; Profitable Growth Strategies

Account Analysis, A Necessary Step Towards Defining and Selecting KA

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

The Account Planning Process

- The 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

The Critical Role of Key Account Managers

- Understanding the Role and Responsibilities of KAMs
- Building and Leading Effective Key Account Teams
- Maximizing Sales through Effective Negotiation
- Negotiation Skills and Tactics
- Building Long-Term Customer

The Key Account Relational Development Model

- The Pre Relationship Stage
 - The Early Relationship Stage
 - The Mid Relationship Stage
 - The Partnership Relationship Stage
 - The Synergetic Relationship Stage
- 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