



A fresh  
perspective  
on **YOUR**  
performance

**Key Account Management** enables companies to maximise their return from their major accounts. It balances account penetration and account coverage to ensure that the Account Teams maximize their return from the resources applied.

KAM will help the account teams to get a better understanding of the customers business and the competitive landscape that exists in these accounts to then be able to understand where the new opportunities are. They will learn how to gain insight into the customer's business drivers, build relationships with the people of power and influence, identify new revenue opportunities, effectively coordinate team members, understand the full revenue potential of the account and develop clear strategies for penetrating the account.

The deliverables from this highly interactive one or two-day program is a completed Account Plan and a Revenue Map that identifies all of the revenue opportunities that exist within the account or sales territory.

## Who should attend?

KAM is for Account Teams who are focused on retaining and growing their major accounts. Therefore it is applicable for Sales Professionals, Account Managers, Sales Managers and anyone supporting major accounts.

## Program Outline

- Prioritizing yours Accounts
- Developing New Business
- Understanding the Competitive Landscape
- Identifying and Aligning with the 'Circle of Influence'
- Developing your Account Value Proposition
- Completing the Account Plan

## Business Benefits

The business benefits of the *Key Account Management Program* are to:

- Build pipeline by creating high-value opportunities within your major accounts.
- Improve the sales team's ability to retain and grow profitable customers.
- Increase revenue through being more effective at working with the senior executives and decision makers.
- Improved team communication by having a common language and approach to managing major accounts.
- Increase customer satisfaction and ultimately retention through having greater knowledge of the customers business and their key focus areas.
- Shorten the sales cycle by talking to the right people, about the right issues at the right time.