

# € TRAINING

Key Account Management: Establishing  
Profitable Customer Relationships

A group of four smiling business professionals (two men and two women) are seated at a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is a bright, modern office environment.

25 - 29 November 2024  
Barcelona (Spain)



# Key Account Management: Establishing Profitable Customer Relationships

REF: C584 DATE: 25 - 29 November 2024 Venue: Barcelona (Spain) - Fee: 6145 Euro

## Introduction:

This highly engaging and practical Key Account Management training program will prepare all participants to manage key accounts effectively. Business is evolving rapidly, buyers are getting more sophisticated and technology is being deployed more than ever, creating additional buying channels and great opportunities for the modern Key Account Manager who wishes to maximize revenues and profits. Developments in technology, shifting markets, and increasing pressure on costs are changing the way organizations buy

## Conference Objectives:

At the end of this conference the participants will be able to:

- Develop a sales plan for each strategic key account to fully satisfy client needs and maximize customer value.
- Improve margins and keep more profit.
- Prioritize efforts for maximum results.
- Lead the buying process and close more sales.
- Maximize human capital utilization.
- Identify, evaluate, and prioritize opportunities for business and relationship development.

## Targeted Audience:

- 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

## Conference Outlines:

### Unit 1: 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

### Unit 2: Account Analysis:

- Necessary Step Towards Defining and Selecting Key Account
- The Single-Factor Models
- The Portfolio Models
- The CALLPLAN Model
- Cost per Call and Break-Even Sales Volume Computation
- Use of Resources versus Cost to Serve

### Unit 3: 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

### Unit 4: 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

### Unit 5: 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 Relationships and Trust
- Understanding the Importance of the Customer Service Function in KAM
- Relationship Selling: Rethinking the KA SalesForce
- Performance Challenges and Measurement Criteria