

Key Account Management

2-DAYS

Who should attend?

Senior Sales and Marketing Managers

Business Development Managers

Key Account Managers who manage complex sales partnerships



Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management, Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands.

Introduction

Key Account Management for Sustainable Advantage (KAMsa) is one of the fastest ways to dramatically increase profitability. This outcome-based programme has been developed to create your Company's sustainable competitive advantage (SCA) by doing eight practical Strategic-maps. This course has the perfect balance between exciting theory and developing skill transfer for the immediate work situation, automatically benefiting the employer as well.

We're living in a hyper-competitive global village, exacerbated by a looming global recession, a rapidly changing political environment, over capacity in many industries, and resurgence of aggressive cost containment measures by major customers in all business segments. With this backdrop, through strategic partnering selling, KAM ensures superior laser beam focus on the Strategic Accounts which will produce 80% of your firm's future profit.

Outcomes

Key areas to be covered in the 8 x Strat-maps and 100 page Handout:

- Improved *Evaluation* of the potential of *Major Key Accounts*, and develop the technique to formulate *KA Sustainable Strategies & KA Plans* to realise that potential (KAS – Key Account Strategies with Actions are called Key Account Plans or KAPs)
- Pre-reading: 7-Deadliest Marketing Sins, and Downturn Strategies
- Understand who the key decision-makers (KDMs) are within the account and how to coordinate with and through them
- Manage the long-contract or sales-cycle more effectively
- Value your KAM teamwork and learn to leverage combined talents to service a KA
- Grasp the greater Marketing & Sales Strategy concept to understand the deeper psychology of selling
- Understand why 'selling' needs to be replaced with 'value-managing' techniques
- Complete the PowerPoint Presentation (45 slides) on a KA of your choice, then present this KA Plan to your firm and/or KA

References

"There is so much logical information that we should be aware of that we are not! A true insight into the depths of KAM. The facilitator was superb. All round perfection." Engen

"I can now implement a quality plan. The facilitator's knowledge is excellent, his presentation brilliant." BIC

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