

Key Account Management

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 (KAM) is one of the fastest ways to dramatically increase profitability. 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:

Pre-reading e-mailed to Delegates before KAM Programme:

- 7-Deadliest Marketing Sins
- Downswing Proofing Strategies

Post-programme e-mailed to Delegates after KAM Programme:

- Key Account Plan (KAP): 40 PowerPoint Slides. Complete the PowerPoint Presentation (40 slides) on a KA of your choice, then present this KA Plan to your firm and/or KA

Half-day KAM Programme:

- Understand who the key decision-makers (KDMs) are within the account and how to coordinate with and through them
- Value your KAM teamwork and learn to leverage combined talents to service a KA (bow-tie approach to KAM)
- Understand why 'selling' needs to be replaced with 'value-managing' techniques
- Key Account Key Success Factor Mapping
- Applying Blue Ocean Strategy to your KAP

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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