

Strategic or Key Account Management (KAM)

The fastest way to improve your profitability.

Day-1:

Session 1: CUSP Sales System (see pre-reading & CUSP tools)

- 1.5 hr session on "How to sell the high-trust way"
- Top-10 body language tips
- How to handle objections (REDS: **R**epeat with **E**mpathy, **D**eeper, **S**olve)

Session 2: KAM Theory

- Q&A: Introduction to KAM
- Complete open-book test as a group
- Discuss how the world of selling has changed (pre-reading)
- Understand why 'selling' needs to be replaced with 'value-managing' techniques
- List your best characteristics from a list of 25 characteristics
- 15-ways to reach busy key decision makers (KDMs)
- What is strategy: *Objectives*, *Issues*, and your *Plan* to remove your and your key account's Issues

Session 3: Key Account Templates

- Go through a typical KA Plan/Template (PowerPoint slides). 6-Stages of a key account plan (KAP)
- Discuss the potential of major key accounts, develop the technique to formulate KA sustainable strategies, and KA Plans (KAPs) to realise that potential (KAS – Key Account Strategies)

Session 4: Practical Strat-Maps to understand your KA's Situation

- List your key accounts, carefully choose a key account (KA) for the training/strat-map exercises
- Begin 01 Of 10 Strategic-Maps
- Feasibility study: How to evaluate whether this is a great KA

Session 5: Practical Strat-Maps to understand your KA's Value Chain

- Various exercises to further analyse your KA's situation. What are the KA's Issues stopping them achieving their objectives?
- Workshop your value-chain and your KA's value-chain. Where is the opportunity for you to deliver value?

Day-2:

Session 6: Practical Strat-Maps to understand Who influences Whom

- Map out the key decision-makers (KDMs) roles within the account, their responsibilities, hobbies, influence, etc.; then analyse your ability to influence the KDMs
- Who influences whom? Which KDMs will you target hardest?
- Reach the top of the key account: Value your KAM teamwork and learn to leverage combined talents to service a KA (i.e. use the "Diamond approach")
- Personality Profiling (self-awareness exercise)

Session 7: Practical Strat-maps to understand Your Situation (i.e. the supplier)

- Setting your 3-year objectives inline with your KA's objectives
- Map out your KA's top-10 Key Buying Factors and rate yourself vs. your competitors' ability to serve. Look at your issues.

Session 8: Practical Strat-maps to identify your KA Strategy and Plan

- Identify (Markitects ID² Matrix) what you need to Innovate, Increase, Decrease and Ditch to achieve your objectives, whilst eliminating issues that stop you from achieving your objectives
- Blue Ocean Strategy case studies
- Devise your Blue Ocean Strategy for your KA (i.e. increase your value to your KA whilst reducing your cost-to-serve)

Session 9: Select your Top-6 Projects to Implement your KA Plan

- Select your top-6 short-term projects ("six-pack") to achieve your objectives
- Project management: who is responsible and select your network of assistance ("diamond approach")
- Reduce your entire KAM Plan to one PowerPoint slide

Post-Programme Workplace Assignment

- Complete the PowerPoint Presentation (select 20 slides from 60 free slides) on a KA of your choice, and then present this KA Plan to your firm in front of your colleagues.

Allowing you to put the training into practise, a free PowerPoint template will be given to you. Completing the slides of your choice will enable you to present your KA Plan (KAP) to your colleagues, sales manager and even your key account. For those who don't like theory, you have the option of reducing your KAP to a single PowerPoint slide. The choice is yours; it's up to you how complicated or simple you wish to keep your KAP.

10-key learning objectives of this programme:

1. Learn the basics of high-trust selling (CUSP Sales System)
2. Develop a strategic approach to key account management and customer retention.
3. Strategies and tactics for rapid key account (KA) penetration
4. Define your Key Success Factors to service Key Accounts
5. Defining account's Key Buying Factors and your ability to service accounts vs. competition
6. Collaborating with your internal support team for an efficient, powerful structure
7. Approaching each key decision maker to build credibility
8. Influencing your clients' thinking through thorough and clear communication
9. Applying the concept of Blue Ocean Strategy to identify your KA strategy
10. Construct profitable long-term account plans.
11. Implementing your Strategic Key Account Plan (KAP)

KAM is one of the fastest ways to dramatically increase profitability. This two-day outcome-based programme has been developed to create your company's sustainable competitive advantage (SCA) by doing ten practical Strategic-maps on the key account of your choice. This course has the perfect balance between exciting theory and developing skill transfer for the immediate work situation, automatically benefiting the employer.

This training will improve your evaluation of the potential of major key accounts, and develop a technique to formulate sustainable strategies. KA plans will then be built to realise that potential. By understanding who the key-decision-makers are within the account, and how to coordinate with and through them, managing the long-contract or sales-cycle will become more effective.

You will learn the "diamond approach" to KAM teamwork, and learn to combine talents to service a KA. In short, you will grasp the deeper sales concept behind becoming a management consultant and understand why 'selling' needs to be replaced with "value-managing" techniques.

By systematically combining your company's talent, you can strategically service your top 30 strategic customers, thereby increasing mutual-profitability over the long-term. This is done by jointly developing a Blue Ocean Strategy for delivering superior value (at a lower cost), and then implementing your key account plan (KAP).

