

KEY ACCOUNT MANAGEMENT

Non-Credit Bearing

“The best Key Account Managers don’t just sell products; they solve problems and create opportunities for their clients.” – John C. Maxwell

To achieve growth and expansion, organisations must safeguard their most critical asset: their loyal customer base. Some of these customers require special attention to ensure their retention and to grow your business with them. In this highly immersive **Key Account Management (KAM)** training course you will embark on a dynamic exploration of strategies, skills, and insights that will elevate your effectiveness in managing critical client relationships.

You will discover how to partner with your customers in developing and realising their strategic objectives as a trusted advisor and solution provider. You will learn how to align your efforts with their organisational goals by confidently steering your client relationships toward sustainable growth and mutual benefit.

As a catalyst of growth, you will be challenged to move beyond transactional relationships by creating lasting partnerships with clients who will value your expertise and rely on your guidance. By exploring techniques that drive repeatable success, from cross-selling to upselling, you will be equipped with the tools to maximise revenue and foster innovation. You will explore new ways to enhance your effectiveness by working as an internal team that establishes multiple touch points with your clients that deliver elevated levels of value.

Information drives success. By mastering the art of analysing your customers’ data, you will be able to make informed choices, present meaningful insights, and drive impactful outcomes.

Join us on this transformative journey. You can unlock the full potential of your key accounts and propel your career forward!

WHO SHOULD ATTEND

- Senior Managers, Senior Sales Managers, Middle Management, Sales, Sales Representatives,
- Key Account Managers
- Business Owners

HOW YOU WILL BENEFIT

- A clear understanding of the principles of Key Account management and the positive impact on results when applying the fundamental principles
- Ability to develop and focus on strategies that ensure growth
- Greater ability to strategically influence the customer and obtain support from the team to ensure growth and sustainability
- Optimise B2B relationships for mutual benefit
- Techniques and methods to enhance profitability
- Improved communication and cooperation for a creative and innovative environment
- Create a healthy, high-performing, committed team by managing the Key customers with confidence, maturity, and purpose

Two day course 08:30am - 16:00pm

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WHAT WILL BE COVERED

- What is meant by the term effective "Key Account Management"?
- The fundamental benefits and responsibilities of this role
- Customer segmentation, selecting meaningful key account customers
- Customising relationships and building strategic long-term business-to-business relationships.
- Strategic thinking methods
- Building trust both externally and internally
- Obtaining repeatable sustainable business which includes innovation, cross-selling and upselling
- Communication skills
- Understanding analytical report data and making meaningful decisions and presentations with this information
- Monitoring and measuring Customer and internal team performance
- Smarter use of company resources to improve service level delivery

TABLE OF CONTENTS

Module 1 Explain the concept of Key Account management	Module 2 Understand your Key Accounts
<ul style="list-style-type: none"> • Identify and explain various definitions of Key Account management and the benefits • Explain the roles and qualities of a KAM using examples and interactive exercises 	<ul style="list-style-type: none"> • Account segmentation • Strategic thinking and planning • Communication skills • Customising and optimising sales environments
Module 3 Develop a strategy and plan of action	Module 4 Evaluate, measure and improve
<ul style="list-style-type: none"> • Increasing revenue and profit margins • Understanding and defining roles and responsibilities • Building B2B relationships which includes building trust 	<ul style="list-style-type: none"> • Measure the impact of Key Accounts ensuring meaningful focus • Evaluate the effectiveness of the techniques against theory and practice • Take corrective actions, where appropriate, to improve the effectiveness of the strategy and key account relationship