

KEY ACCOUNT MANAGEMENT

"Don't celebrate a sales call, celebrate opening a relationship"
- Patricia Fripp

Introduction

Key Account Management (KAM) is a strategic business approach with the objective of ensuring long-term and sustainable business development through profitable partnerships with strategically important customers.

Key Account Management (KAM) in industrial and business-to-business markets has its roots in sales management where it has long been recognized that customers of strategic importance require special treatment. It is an immutable business fact that 80 per cent of revenues come from 20 per cent of your customers. It therefore pays to focus on those key customers. Key Account Management is one of the best ways to ensure repeat purchases, additional purchases and referral to other prospective customers like themselves.

Objective

- Sensitize participants to the importance of KAM
- Identification of opportunities and objectives in the short/medium/long term.
- Positioning KAM as a core to the business.
- Highlighting the position of KAM as an integral part of business strategy.
- Emphasize the need for commitment of the top management to the process.

Methodology

The workshop will be delivered in focused modules with lots of exercises and practice opportunities. Structured learning will be employed during the workshop and will include, but not be limited to Instructor led sessions, Role Plays, Games, Tests & Quizzes and Action plan for participants to work on strategizing customer focus.

Duration

16 hours

Batch size

Maximum 16 participants

Program Profile

The program covers the methods of rating the various accounts and identifying key accounts. It further covers the identification of the people/ departments involved, the resources required and the implementation timetable as well as the pivotal role of the Key Account Manager in the development of buyer/ seller relationships and Retention of Key Accounts. Understanding of the values of the customer is underlined as is the need to study competitor pattern and behavior and the threat perception thereof.

