



Mercuri International

# KEY ACCOUNT MANAGEMENT



# PROGRAM OVERVIEW

## Mercuri International KEY ACCOUNT MANAGEMENT

This program aims to guide Salespeople when managing important customers, also known as Key Accounts. This path allows them to implement a customer-focused strategy not just to secure the existing business, but also to grow new, exciting business with the Account.

### AUDIENCE

Account managers who could benefit from a structured guide to help them managing an important customer.

### DURATION

Digital content: **4 hours 30 min**

### DELIVERY FORMAT

100% digital or in combination with face-to-face or virtual classroom.

Videos, exercises, questionnaires, downloadable documents, gamified scenario and open forums to connect with the community. All material is supported from laptops, tablets and smartphones.



# PROGRAM OVERVIEW



## GAIN ACCOUNT INSIGHTS

Learn how to gather information on the Account to gain insights and analyze the information about the customer's market, competitive situation, objectives and needs.

## SET OBJECTIVES & STRATEGY

Discover the most efficient way to fill in your Account Plan and create a sensible and sustainable strategy for Key Accounts.

## MANAGE RELATIONSHIP

Ensure consistent and meaningful engagement with those people who have the power to make decisions within the Account.

## IDENTIFY & GENERATE OPPORTUNITIES

Recognize and evaluate new opportunities at the Key Account and develop the best strategy to position your solution.

## DEVELOP & DELIVER VALUE

Build an impactful value proposition that resonates with the customer's needs and deliver it as an engaging message.

## REVIEW & ADAPT

Understand the importance of the last step - update the Account Plan with useful information and best practices gathered during the cycle.

# CONTENT OVERVIEW

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## INTRODUCTION

- Why do We Need KAM?
- Succeeding in Key Account Management

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## GAIN ACCOUNT INSIGHTS - CUSTOMER ANALYSIS

- The Importance of Analysis
- Conducting an Account Analysis
- White Spot Analysis
- How to Make Your Value Tangible

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## GAIN ACCOUNT INSIGHTS - RELATIONSHIP ANALYSYS

- Contact Alignment
- Stability Criteria

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## SET OBJECTIVES & STRATEGY

- Set Objectives and Strategy
- SMART Objectives - A Guide
- Why The Account Business Plan?
- The ABP Template

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## MANAGE RELATIONSHIP

- Prepare an Impactful Positioning Statement
- Connecting with the DMU

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## IDENTIFY & GENERATE OPPORTUNITIES

- Assessing the Opportunity
- Solution Strategy
- How to Turn Down an Opportunity

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## DEVELOP & DELIVER VALUE

- The Power of Value
- Developing a Value Proposition
- Using Storytelling to Engage Your Audience

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## REVIEW & ADAPT

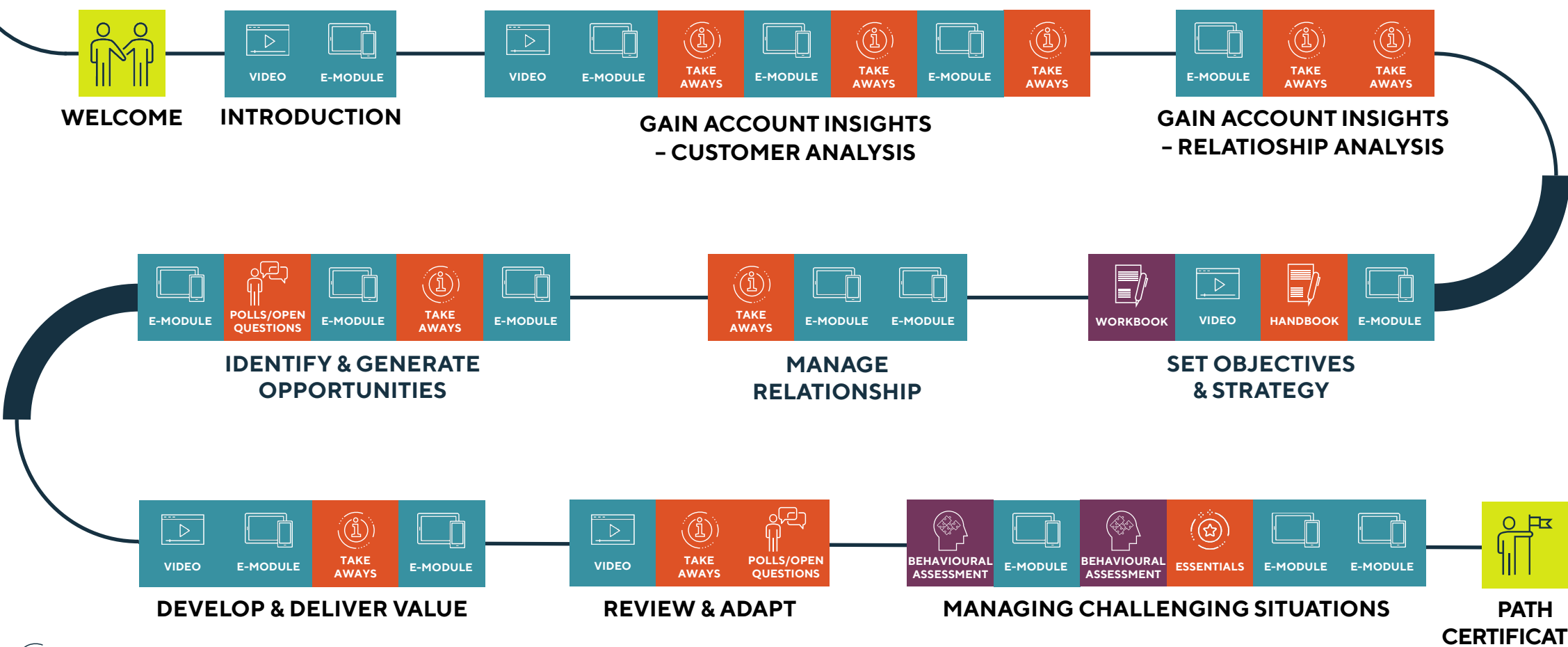
- Let's wrap up!


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## MANAGE CHALLENGING SITUATIONS

- Understanding Personality Types (with 4P test)
- Managing Challenging communication (with Life Positions test)
- The DESC Method

# LEARNING PATH



 Also available including face-to-face or virtual sessions along the path





Mercuri International

GROW YOUR PEOPLE,  
GROW YOUR BUSINESS

