



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 on 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 RELATIONSHIPS

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

IDENTIFY & GENERATE OPPORTUNITIES

Recognise 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

1

INTRODUCTION

- Why do we need KAM?
- Succeeding in Key Account Management

2

GAIN ACCOUNT INSIGHTS - CUSTOMER ANALYSIS

- The importance of analysis
- Conducting an account analysis
- White spot analysis
- How to make your value tangible

3

GAIN ACCOUNT INSIGHTS - RELATIONSHIP ANALYSIS

- Contact alignment
- Stability criteria

4

SET OBJECTIVES & STRATEGY

- Set objectives and strategy
- SMART objectives - a guide
- Why the 'account business plan'?
- The ABP template

5

MANAGE RELATIONSHIPS

- Preparing an impactful positioning statement
- Connecting with the DMU

6

IDENTIFY & GENERATE OPPORTUNITIES

- Assessing the opportunity
- Solution strategy
- How to turn down an opportunity

7

DEVELOP & DELIVER VALUE

- The power of value
- Developing a value proposition
- Using storytelling to engage your audience

8

REVIEW & ADAPT

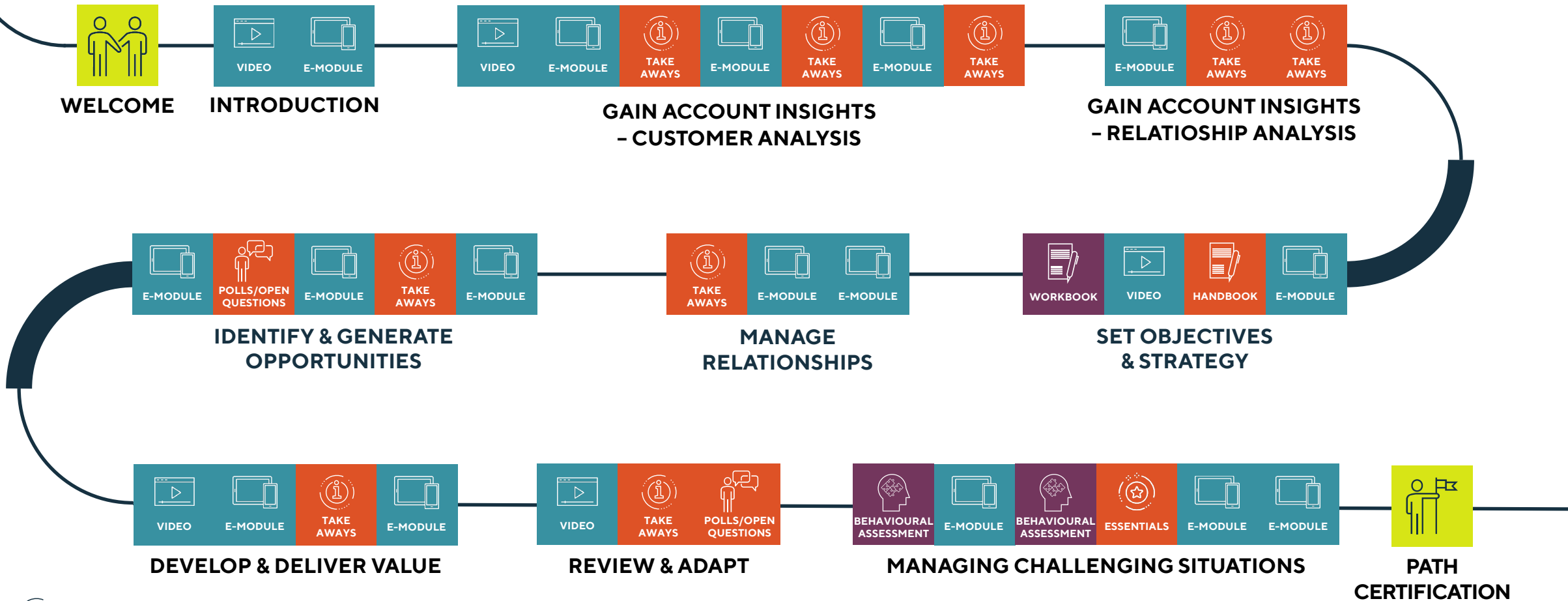
- Let's wrap up!

9

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

