



Key account management

Mercuri International

Program overview

Key account management

This program aims to guide you as a salesperson when managing important customers, also known as key accounts. This path allows you 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 materials are compatible with 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

Analyzing opportunities and case preparation


- Let's wrap up!

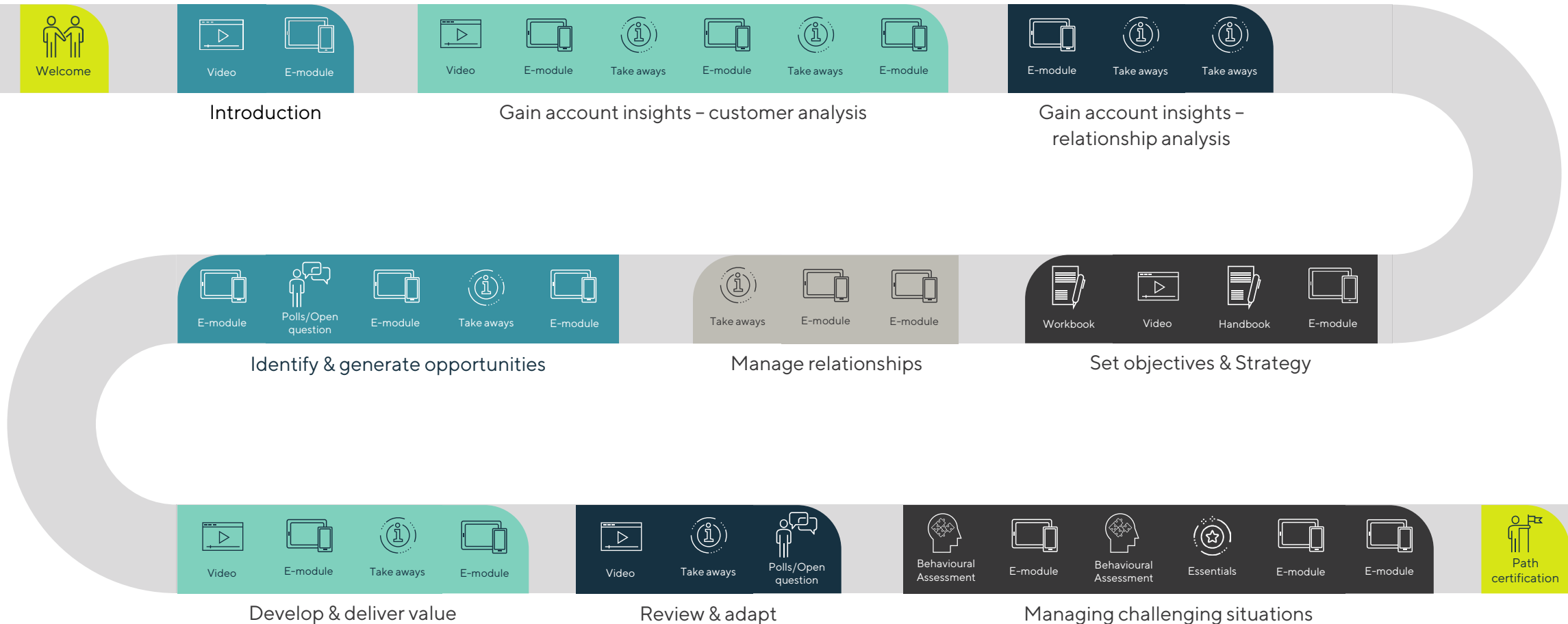
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Manage challenging situations

- 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





Grow your people
Grow your business