

Strategic key Account Management

Like a tree we each must grow
from where we are planted
- Unknown



In a world where Customer has a wide choice, the need to build sustainable and enduring relationships with key customers has never been higher. Planning of customer specific strategies and improving own competitive position requires tools and processes that are simple and practical.

Course Objectives

Recognizing the need and the methodology for successful account management | Learning a robust process for sculpting a comprehensive strategic key account plan | Developing the ability to win relationships and build sustainability in strategic key accounts.

Who can attend?

Major Account managers, Key Account managers, Sales people responsible for handling large / medium accounts.

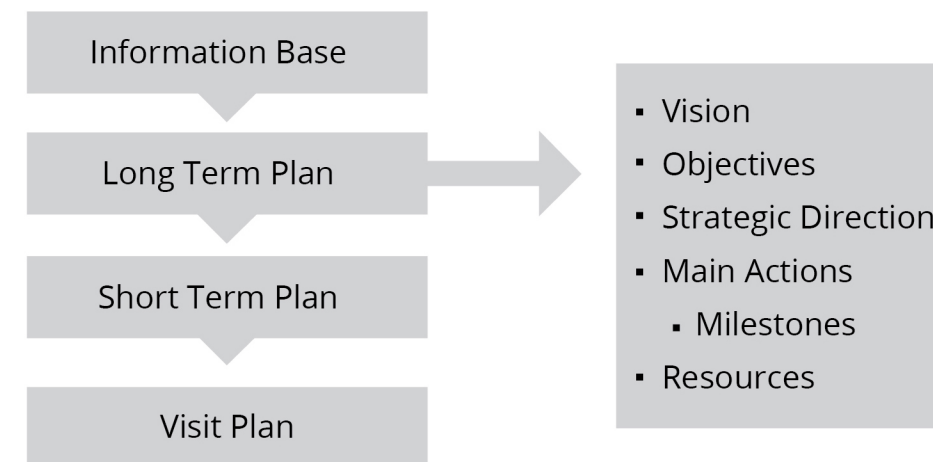
Course Coverage

- Key Account Management - a mere outcome or a targeted planned process?
- Key Account Management - The two elements

Customer Satisfaction
& Brickwalling

Sustainable Profitable
Growth

- The role of a Key Account Manager
- The framework for Key Account Management



- Strategic thinking in key accounts : The choice of strategy | The appropriateness of a strategy | Actioning to build around the strategy | The role of supporting organization in the strategy execution
- Strategic Key Account Management - The Mercuri Account Plan (MAP) - A comprehensive robust value document

3 Steps of the course

1

Before arriving for the course

- A set of readouts
- A live key account opportunity template
- A self assessment on current capability in strategic account management

2

During the Course

- Concepts, tools, application and a complete strategic plan (MAP) for one account by each participant

- A certification test at the end of the course
- Individual Action Plan
- Creation of further Strategic Key Account Plans

3

4 - 6 Weeks after the course

- A one hour telephone / Skype review
- Reinforcing learning
- Marking of the test results and certifying towards STRATEGIC KEY ACCOUNT MANAGEMENT - PROCESS, SKILLS AND ORIENTATION.

