

Key Account Management and Solution Selling

Target Audience: All roles that are client-facing for customer relationship management and/or in B2B sales.

Key Learning Outcomes

- Understand the scope of KAM and your role within this scope as it applies to your organisation.
- Improve your approach to establishing and building strategic customer relationships.
- Explore how to sell solutions that the customer needs rather than products/services that they do not necessarily want.
- Learn how to skilfully implement KAM best practices.

Course Experience

- ✓ Theory: Latest best practice
- ✓ Team discussions
- ✓ Individual and group exercises
- ✓ Case studies
- ✓ Technique application practice
- ✓ Business problem solving
- ✓ Personal action planning

Course Outline

DAY 1

Introduction to KAM

- What do we mean by KAM ?
- KAM Benefits
- Your role as a Key Account Manager

KAM Relationship Stages

- Key Account preliminary categorisation
- KAM Relationship Stage model
- Applying the model to your organisation

Key Account Evaluation and Distinction

- The 10 Steps to identifying key accounts
- Understanding critical customer touch points
- The Key Account Evaluation and Distinction Matrix
- Customer attractiveness factors
- Identifying bases of distinction

Understanding Your Customer's Business

- Aligning your KAM approach to the customer's business value drivers
- Establishing individual customer needs
- Establishing a Key Contact Matrix

DAY 2

Understanding the Pain Chain

- Identifying potential pains for key players
- Building a pain chain and helping prospects admit pain

Solution Selling

- What do we mean by Solution Selling ?
- Diagnose before prescribe
- Creating visions for the solution
- Types of questions used in Vision Processing
- Using the SPIN Model in Solution Selling

Developing the Relationship

- The Key Account Relationship Development Model
- Characteristics, advantages and disadvantages of each stage of the relationship

Ensuring Successful KAM in Your Organisation

- Writing a Key Account Management Plan
- Obstacles to successful KAM and Strategies to bust these obstacles
- Measuring Success

Pre-Course Work: Completion of Pre-Course Questionnaire

Course Material: Includes facilitator's slides, exercise worksheets, background reading/articles and recommended books

Ideal Number of Participants: 9

Maximum: 12

Minimum: 4