



# Key Account Management

## Who Should Attend?

This programme is for experienced sales people who have, or will soon have, responsibility for managing strategic relationships with key customers.

## The Key Outputs:

A comprehensive toolbox for driving efficient selling activity.

A clearly defined process for creating stronger and more profitable relationships that are secured from competitor activity.

A defined set of methods and activities that will increase the wallet share from key customers.

## The Schedule

28 <sup>th</sup> February – 1 <sup>st</sup> March 2012	Kettering Park Hotel
19 <sup>th</sup> – 21 <sup>st</sup> June 2012	Kettering Park Hotel
2 <sup>nd</sup> – 4 <sup>th</sup> October 2012	Kettering Park Hotel

## The Investment

£1,690 + VAT

*(Excludes hotel costs)*

## The Agenda *(3 Days)*

### Introduction and Objectives

*Setting the objectives for the participants.*

### What does KAM feel like?

*This examines the emotional aspect of dealing with key customers and how each treats the other.*

### The Mercuri Key Account Model

*This model brings together all of the essential elements of KAM, both at a strategic level and operational level.*

### Selection Criteria

*How to define your key accounts. The criteria that determines those that need specific attention.*

### Managing Information and People

*This section examines the critical information needed to effectively manage your way around the decision making process.*

### Objectives and Strategies

*How to ensure your activities are aligned to a clear goal that will deliver what you need from your key customers.*

### People

*How to build the right key account team.*

### Solutions

*The impact of their demands on your offer.*

### Planning and Measurement

*How to build and monitor the key account plan.*

### Personal Action Planning

*How to implement the key learning points.*