

## Key Account Manager: sustainably develop your strategic accounts



SII-12 2 Days (14 Hours)

### Description

Because they represent significant development potential, many companies are turning to major and strategic accounts. However, if all the rules concerning sales apply, they are not sufficient. To succeed with major accounts, you must also integrate their specificities. This training in sales to major accounts and strategic accounts provides you with the essential keys to success with major accounts: desire to provide value, lobbying within the account, teamwork to develop the client in the medium term.

### Who is this training for ?

#### For whom

Key Account Manager. Key Account Director or International Key Account Director. Key account manager, sales engineer. Head of sales, sales manager.

#### Prerequisites

Aucune

### Training objectives

- Build your strategy for your strategic clients: the Account Business Plan.
- Expand your influence within the account.
- Balance your energy between the 4 strategic missions of KAM.

### Training program

332Adopter le juste équilibre dans ses responsabilités

- days in classroom training Diagnose your organization and its missions.
- Adapt your daily action to your sector.

Manager les données de son marché Évaluer la performance de ses comptes stratégiques.

- Analyze each client in their global environment.
- Establish the dual SWOT diagnosis.

### Construire son

- Account Business Plan Define an ambition for the account.
- Formalize your strategy.
- Decide on your action plan.
- Evaluate and manage risks.

### Piloter les relations au sein du compte

- Identify and engage 'key' players.
- Analyze the effectiveness of relationships to readjust the strategy.
- Optimize relationships within the account.

### Piloter la mise en œuvre du

- Business Plan Organize the implementation and mobilize the team.
- Manage the progress of the action plan.
- Develop cooperation and avoid conflicts .
- O' e-learning modules Manage your action plans as a team Understand your role as pilot of the implementation of the action plan.
- Organize its implementation work and mobilize the team.
- Develop cooperation between team members.
- Manage people effectively in the long term.
- Raise the major obstacles to your effectiveness KAM, between action and analysis.
- KAM, team man or solitary.
- Being KAM: going beyond the frame of reference.
- Being KAM: knowing how to anticipate.
- Being KAM: making people want to.