

Strategic Key Account Management

How to Become the Preferred Supplier to your Key Account Customers

Date	Venue	Fees
19 - 23 Nov 2018	London	\$4,950
01 - 05 Sep 2019	Dubai	\$5,950
18 - 22 Nov 2019	London	\$5,950

Training Course Overview

How can you win key accounts and achieve preferred supplier status with them?

That is a major challenge for many B2B companies and it requires a clear key account strategy to build multiple relationships at various levels in the customer's organisation. It requires an in-depth knowledge of the customer's challenges, and insight that helps you to increase your value to them, so that they see you as a valuable partner rather than just another transactional supplier.

This course shows you how to do it and succeed. It is based on real-life B2B examples that the course director has used to help real companies achieve preferred supplier status.

Training Course Objectives

By attending this Anderson training course, delegates will be able to:

- Design a key account strategy and apply it in practice
- Elevate the status of your organisation within the key account
- Construct value propositions that win preference with the right people
- Overcome the challenge of buyers who want you to lower your prices
- Influence the customer's specification and negotiate from a stronger position
- Use your key account team more effectively

The Certificate

- Anderson Certificate of Completion will be provided to delegates who attend and complete the course.



Designed for

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- Global Heads of Key Accounts who want to secure Key Account customers globally
- Key Account Directors who want to become the Key Account customer's preferred partner
- Key Account Managers who need to construct and implement a credible Key Account plan
- Key account team members who are required to contribute to the Key Account plan
- CEOs who want to increase margins and build stronger ties with their Key Accounts
- Other managers who are required to understand the Key Account plan and support it

Training Course Outline

Amongst a wide range of valuable topics, the following will be prioritised:

- Understanding the principles and stages of KAM (Key Account Management)
- Constructing the KAM strategy and putting it into context
- Identifying the customer's challenges and key success factors
- Discovering the customer's capability gaps
- Gaining insight into decision-makers and influencers
- Defining your objectives and strategy for the key account
- Prioritising the people to target to influence the customer's specification
- Building credibility and communicating with the right decision makers
- Implementing the plan, to win preference and influence purchasing decisions
- Negotiating and overcoming price objections from buyers in the key account
- Engaging and utilising the key account team

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