



## Strategic Key Account Management

How to Become the Preferred Supplier to your Key Account Customers

### ► Upcoming Sessions

07-11 Oct 2024	Dubai - UAE	\$5,950
02-06 Jun 2025	London - UK	\$5,950
06-10 Oct 2025	Dubai - UAE	\$5,950

### ► Training Details

#### 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

#### 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 Details

## **Day One: Understanding the Principles and Stages of KAM**

- ▶ The principles of effective key account management
- ▶ Understanding the five levels of KAM
- ▶ Information required to construct a key account strategy
- ▶ Structuring the key account strategy
- ▶ Putting your objectives and strategy into context
- ▶ Identifying the customer's challenges and Key Success Factors

## **Day Two: Understanding the Customer's Capability Gaps, Discovering Insight on Decision-makers and Influencers, Constructing Personas and Competing in the Account**

- ▶ Finding and filling their capability gaps
- ▶ Identifying hidden influencers in the key account
- ▶ Discovering their challenges and priorities
- ▶ Understanding their attitudes, perception and motivation
- ▶ Creating and using personas
- ▶ How to tackle competitors in the account

## **Day Three: Defining your KSFs, Describing your Strategy and Objectives, Prioritising People to target, Influencing the Specification, Building Credibility and Communicating**

- ▶ Defining your KSFs for the account
- ▶ Explaining and justifying your strategy and objectives
- ▶ Targeting to influence the product specification
- ▶ Building relationships with key decision-makers
- ▶ Developing credibility outside the account

## **Day Four: Putting the Communications Plan into Action to Win Preference, Influence Purchasing Decisions, Negotiate and Overcome Price Objections from Buyers in the Key Account**

- ▶ Communicating inside the key account
- ▶ Becoming the thought-leader externally and internally
- ▶ Offering the customer superior value propositions
- ▶ Communicating to make your prices buyer-proof
- ▶ Using principled negotiation with the key account

## **Day Five: Defining the Tools and Templates to Build and Manage the Key Account Strategy**

- ▶ Templates and tools to construct the key account strategy
- ▶ Tools to manage and control the strategy
- ▶ Forming the key account team
- ▶ Using colleagues from different disciplines to add value in the key account
- ▶ Building and maintaining motivation for your key account strategy

## **▶ The Certificate**

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

## **▶ INFO & IN-HOUSE SOLUTION**

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

**Request for a Tailor-made training and educational experience for your organization now:**

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