



Strategic Key Account Management

How to Become the Preferred Supplier to your Key Account Customers

► Upcoming Sessions

03-07 Jun 2024	London - UK	\$5,950
07-11 Oct 2024	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:

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Email: info@anderson.ae

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

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