

3-Day Training Curriculum for Key Account Management

Day 1: Understanding Key Account Management

1. Introduction to Key Account Management (KAM)

- Definition and Importance of KAM
- Differences Between Key Account Management and Regular Sales
- The Role of a Key Account Manager

2. Identifying Key Accounts

- Criteria for Selecting Key Accounts
- Analyzing Account Potential and Profitability
- Tools and Techniques for Account Segmentation

3. Customer Relationship Management (CRM)

- Building and Maintaining Strong Customer Relationships
- The Role of CRM Systems in KAM
- Leveraging Data for Account Insights

4. Customer-Centric Selling

- Understanding Customer Needs and Expectations
- Techniques for Tailoring Solutions to Key Accounts
- Value-Based Selling Approaches

5. Case Study & Group Discussion

- Real-Life Examples of Successful Key Account Management
- Group Analysis and Presentation of Case Study Findings

Day 2: Strategic Planning and Account Development

1. Account Planning and Strategy Development

- Developing a Strategic Account Plan
- Setting SMART Objectives for Key Accounts
- Long-Term vs. Short-Term Account Strategies

2. Cross-Functional Collaboration

- Working with Internal Teams for Account Success
- The Role of Marketing, Finance, and Operations in KAM

- Effective Communication and Collaboration Techniques

3. Negotiation Skills

- Principles of Successful Negotiation in KAM
- Techniques for Win-Win Negotiations
- Handling Difficult Conversations and Objections

4. Managing Key Account Risks

- Identifying and Mitigating Risks in Key Accounts
- Contingency Planning and Crisis Management
- Building Resilience in Account Management

5. Role-Playing Exercise

- Simulated Negotiation Scenarios with Key Accounts
 - Feedback and Improvement Strategies
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Day 3: Performance Optimization and Growth

1. Performance Metrics and KPIs

- Identifying Key Performance Indicators for KAM
- Tracking and Measuring Account Performance
- Using Analytics to Drive Account Growth

2. Driving Account Growth

- Strategies for Expanding Relationships with Key Accounts
- Upselling, Cross-Selling, and Customer Retention Techniques
- Innovation and Value-Addition for Key Accounts

3. Leadership and Influence in KAM

- Leading Key Account Teams
- Influencing Stakeholders and Decision-Makers
- Building Trust and Credibility with Key Accounts

4. Continuous Improvement in KAM

- Learning from Account Feedback and Market Trends
- Implementing Continuous Improvement Processes
- Adapting to Changing Customer Needs

5. Final Assessment & Action Plan

- Review of Key Learnings from the Training
- Developing an Individual Action Plan for Participants
- Group Discussion and Feedback Session