

KAM - KEY ACCOUNT MANAGEMENT WORKSHOP



GROWING CUSTOMERS INTO KEY ACCOUNTS

Specially for Senior Sales & Sales Managers.

2 day

Workshop Objectives:

- To recognize the powerful value of 'Key Accounts'.
- To learn the criticalities of growing customers into key accounts.
- To grasp the questioning and analytical skill in building up the key account.
- To use KAM building strategies to grow your high net worth customers.
- To strategize your closing techniques for a mutually valued close.

They say 80% of the business comes from 20% of your customers. If you don't treat and develop them as your key accounts, it would be easy to lose them to the competition.

POTENTIAL VALUE OF THE SESSION

- ★ High Net Worth customers are captured
- ★ Learn the professional handling
- ★ Position powerfully for the deal clinching

Methodology:

- An engaging approach to get all the participants involved in discussing and sharing their views
- Key activities are included to create a learn by experience environment
- A self learning by role-playing real issues
- Case working to learn their options to various real situations
- All this forms part of the AL Trainings Methodology

THE WORKSHOP MODULES

Key Account Management

- What it is and its main challenges
- How to select your High Net Worth customers
- Asking the 3 I questions
- Working with KAM analytics

KAM Building Strategies

- Gaining access to higher level decision makers
- Understanding the nuances of the account
- Developing an account management strategy
- Their yesterday, today & tomorrow

The Value Proposition

- What we have to offer, current & future
- What they need, want and is critical
- The power in positioning your presentations
- Making the professional closing

Developing the Account

- Ground setting talk
- Negotiating with the Key Account
- Discussing linkages to reality

Building my future through their future