



## IMPROVED KEY ACCOUNT MANAGEMENT

Durée: 2 jours

Typologie: GLC Mixte

Référence : 8566

Prix : 1 575,00 CHF (HT)

Objectifs: Building a strategy for your customer: the Account Business Plan.

Boosting your influence with the customer.

Dividing your energy between the KAM's four strategic roles.

### Programme

#### Three 30' e-learning modules

The importance of the Key Account Manager

- Understanding the importance of the Key Account Manager.
- Summarising the impacts of the Key Account Manager.
- Defining your mission and four strategic roles as a Key Account Manager.
- Characterising the different phases of organisation for the Key Account Manager.

Analysing strategic customers successfully

- Using three pieces of advice and four spheres to carry out effective analysis.
- Carrying out in-depth competitor analysis.
- Using the Key Account Manager's two SWOT matrices.

Identifying the stakes of the Account Business Plan

- Defining the purpose and benefits of an Account Business Plan.
- Using effective methods to build an Account Business Plan.
- Measuring the effectiveness of your relationship with your customer.
- Optimising your relationship with your customer using the Account Business Plan.

#### Two-day classroom course

1/ Balancing your responsibilities

- Analysing your organisation and its missions.
- Adapting your day-to-day tasks to the requirements of your sector.

2/ Managing market data

- Assessing key account performance.
- Analysing each customer within its wider environment.
- Performing the dual SWOT analysis.

3/ Creating your Account Business Plan

- Setting an ambition for the account.
- Developing your strategy.
- Determining your action plan.
- Assessing and managing risks.

4/ Managing account relationships

- Identifying and engaging "key" stakeholders.
- Assessing relationship performance and adjusting your strategy accordingly.
- Improving account relationships.

5/ Managing Business Plan implementation

- Organising implementation and mobilising the team.
- Managing action plan progress.
- Boosting cooperation and avoiding conflict.

## Two 30' e-learning modules

### Managing action plans in teams

- Understanding your role as manager of the action plan implementation process.
- Organising its implementation and mobilising the team.
- Developing cooperation between team members.
- Managing the human aspects effectively in the long term.

### Removing the five major obstacles to effectiveness

- The KAM, between action and analysis.
- The KAM, team player or lone wolf.
- Being a KAM: thinking outside the box.
- Being a KAM: knowing how to anticipate.
- Being a KAM: encouraging.