

Editorial Introduction to the **KAM Journal Issue 1**

Kevin Wilson and Richard Ilsley

ISSN 2056-9394

Kevin Wilson

KEDGE Business School,
Bordeaux
Kevin.wilson@kedgebs.com

Richard Ilsley

Managing Partner
KAM Group
Richard.ilsley@smcg.net

The KAM Journal

The KAM Journal aims to create dialogue between senior managers, senior KAM practitioners and academics by providing access to the very latest research, best practice and thinking in a field that is rapidly being recognized as of major strategic importance in business-to-business marketing. We, the editors, are convinced that KAM is not a sales tactic, but a business strategy.

Richard Ilsley and Kevin Wilson came to KAM from different perspectives, Richard as a practitioner, Kevin as an academic but we both share a passion for the subject and a belief that as a business strategy it is “coming of age”.

We also believe, however, that much needs to be done to enhance the understanding of both senior managers and many practitioners of the true nature and strategic importance of the process and the skills and competencies required by the people who practice it.

One of the motivations for the launch of the KAM Journal is the paucity of much debate in the numerous discussion groups devoted to the subject and we wished to raise the level of that debate above mere opinion by introducing articles largely based upon empirical research. This does not mean that we will not welcome articles from practitioners as well as academics particularly where they introduce tested “best practice” or debate critical issues faced by KAM programmes and practitioners.

The articles for each issue will appear at intervals in order to make it easier to devote time to reading them and they will each be preceded by editorial comment on their relevance and the possible application of the ideas they contain for practitioners.

The first article is by the editors and reflects a growing debate around the nature of KAM and the role of the key account manager. The concerns addressed in the article are reflected in a recent re-definition of KAM that reflects our beliefs.

“Key Strategic Account Management is a supplier led process of inter-organizational collaboration that creates value for both supplier and strategically important customers” **Woodburn, D. & Wilson, K. Eds (2014) The Handbook of SAM. Wiley¹**

They go on to discuss how this is achieved by offering individually tailored propositions designed to secure long-term profitable business through the co-ordinated deployment of multi-functional capabilities.

¹ Woodburn, D. & Wilson, K.J. (2014) “The Handbook of Strategic Account Management” Wiley. Chichester.

This initial article is intended to stimulate debate around the true role and nature of KAM and questions whether this is truly understood by senior management and many practitioners and goes on to suggest what the focus should be and what role kams or ksams can play in changing perceptions (and actions) where necessary within their own organizations.

“Key Account Managers or Key Account Sellers?”

Kevin Wilson

KEDGE Business School, Bordeaux
Kevin.wilson@kedgebs.com

Richard Ilsley

Managing Partner
KAM Group
Richard.ilsley@smcg.net