

# **KeyAccountManagement.org**

## **KEY ACCOUNT RESOURCE**

### **INTRODUCTION TO THE QUALITY QUESTIONS : Q-CARDS**

### **ASSESSMENT & DEVELOPMENT**

These Self Assessment sheets form the core quality assessment model for the Key Account Manager to test his/her work for each element of the Key Account Business Growth Planning process

KeyAccountManagement.org

## Introduction

The KeyAccountManageemnt.org Key Account Resource is a comprehensive support and development model aimed at organisations and managers throughout the world

These Q-Cards will enable the manager to assess the output from each part of the process with relation to current best practice for Business Growth Planning

The material has been developed over a number of years by practicing managers and is reviewed and amended regularly in the light of new insights and changes in the market environment and its demands

## How to use the Q-Cards

These are the Key Account Business Growth Planning Best Practice Key Account Q-Cards

The Q-Card presents five statements for each core aspect of the process - these statements of Best Practice reflect both high performance and also seek to identify issues that frequently lead to poor performance

These questions represent the common requirements - in other words almost everyone agrees that you must have these things. You will probably have additional requirements for your company or industry.

To assess your work against the Best Practice position, you should consider each statement using these criteria:

Thinking about my situation, how far do I conform with Best Practice, using a scale of 0-10 where 0 = I have not done this at all and 10 = I have completed this perfectly?

What must I do ?

## KEY ACCOUNT BEST PRACTICE Q-CARD - KEY ACCOUNT KNOWLEDGE

Consider the work you have done to understand the Key Account.

Quality Question	My current score 0-10	I must...
1 Do I really feel that I fully understand this Key Account?		
2 Am I sure that I know what they really need?		
3 Do I really understand their objectives, plans, needs and concerns?		
4 Am I sure that I know what will cause the buyer/senior managers to agree to my plan?		
5 Could I present their situation and needs to them and get full agreement?		

## KEY ACCOUNT BEST PRACTICE Q-CARD - MARKET KNOWLEDGE

Consider the work you have done to understand the Market.

Quality Question	My current score 0-10	I must...
1 Am I sure I really understand what drives the market?		
2 Have I predicted the likely changes/issues for the next 24 months?		
3 Have I checked my understanding?		
4 Have I thought through the implications for me and my Key Account business?		
5 Am I ready to present the issues and my thinking to the Key Account?		

## KEY ACCOUNT BEST PRACTICE Q-CARD - COMPETITOR KNOWLEDGE

Consider the work you have done to understand the Competitors.

Quality Question	My current score 0-10	I must...
1 Have I really understand the real strengths and weaknesses for these competitors?		
2 Do I know what they are likely to do next?		
3 Am I clear about the implications for my Key Account business?		
4 Have I developed a strong response?		
5 Have I thought about how and when to use this strong response?		

## KEY ACCOUNT BEST PRACTICE Q-CARD - MY COMPANY KNOWLEDGE

Consider the work you have done to understand your own Company's strategy, plans and needs.

Quality Question	My current score 0-10	I must...
1 Do I have real clarity about my company's strategy and plans?		
2 Do I know my company's strategic objectives?		
3 Do I know what I must achieve with my Key Account to achieve the corporate objectives?		
4 Am I sure I know what this means for the Key Account?		
5 Have I identified the implications for me?		



## KEY ACCOUNT BEST PRACTICE Q-CARD - OPPORTUNITY ANALYSIS

Consider the work you have done to list all of the Growth Opportunities.

Quality Question	My current score 0-10	I must...
1 Have I really identified all of the growth opportunities?		
2 Have I properly thought through each of the opportunities?		
3 Have I estimated the value of each in terms of cost and gain?		
4 Have I selected the best opportunities for development?		
5 Do I know which opportunities will be in my reserve list?		

## KEY ACCOUNT BEST PRACTICE Q-CARD - THE BUSINESS GROWTH PLAN

Consider the work you have done to produce the Key Account Business Growth Plan.

Quality Question	My current score 0-10	I must...
1 Are my objectives specific and measurable?		
2 Have I set quarterly 'milestones' for each objective?		
3 Will my objectives achieve the corporate strategy and plan?		
4 Is my plan clear about what must be done by whom by when?		
5 Am I sure that everyone has accepted my plan?		