

AKAM Key Account Manager Advanced Diploma level competencies

1. Business and customer understanding

1.AD.1 Industry knowledge

- Market structure and participants
- Market statistics and trends
- Sector influences and influencers
- Sector culture and norms

1.AD.3 Global business environment

- International trade
- Diverse business environments
- Impact of different cultures on the marketplace

2. Sales and business development

2.AD.1 Consultative selling

- Effective customer research
- Impact on customer business
- Joint opportunity creation
- Internal implications of new offers

2.AD.3 Value creation

- Sources of value beyond core product/service
- Creation and co-creation of value
- Quantification of value

2.AD.2 Customer strategy development

- Identification of objectives
- Strategies for business and relationship, and internally.
- Consultation and agreement of strategies.

3. General management and business acumen

3.AD.1 Negotiation

- Analysis and planning for negotiations
- Negotiation techniques
- Value sought and value offered
- Dealing with complexity and uncertainty

3.AD.3 Finance

- Indirect costs, contribution and profit
- Making business cases
- Finance packages
- Interpreting balance sheets
- Customer profitability

3.AD.2 Decision making

- Information collection and analysis
- Decision making tools
- Consultation processes
- Prioritisation and calculated risk taking
- Problem solving

4. Organisational effectiveness

4.AD.1 Leadership

- Different leadership roles
- Productive account teams
- Key influencers and decision makers
- Influencing techniques

4.AD.3 Project management

- Project definition and outcomes
- Project life cycles
- Involving people in the project
- Practical tools and techniques

4.AD.2 Political awareness

- Implications organisational structures
- Organisational culture
- Individuals' motivations
- Conflict sources and conflict management

5. Relationships and interactions

5.AD.1 Trust

- Personal and organisational trust
- Types/levels of trust
- Trust management
- Effective collaboration

5.AD.2 Networks

- Network roles, nodes and links
- Stakeholder needs
- Productive stakeholder relationships
- Internal and external networks

5.AD.3 Cultural competency

- Openness to other cultures
- Implications for business relationships
- Cross-culturally competent
- Productive relationships in other cultures