

AKAM Key Account Manager Diploma level competencies

1. Business and customer understanding

1.D.1 Knowledge of own company

- Infrastructure, organisation and people
- Systems and processes
- Company strategy
- Supplier's marketplace

1.D.2 Customer organisation

- Infrastructure, organisation and people
- Systems and processes
- Customer's product/service offering
- Customer's marketplace

1.D.3 Customer plan

- Collection of information
- Analysis and interpretation of data
- Production of plan
- Plan presentation

2. Sales and business development

2.D.1 Product/service and application knowledge

- Knowledge of own company's range
- Features and benefits
- Product application and performance
- Competitors' product/service offering

2.D.3 Business development

- New products/services
- New customer business units
- New potential key customers

2.D.2 Selling

- The customer's buying process
- Sales meeting preparation
- Sales meetings
- Follow-up

3. General management and business acumen

3.D.1 IT and system/process literacy

- Information extraction
- Information supply
- Common software

3.D.2 Costing and pricing

- Sales data
- Costs
- Pricing

4. Organisational effectiveness

4.D.1 Personal organisation

- Workload management
- Workplace conduct
- Delegation

4.D.3 Customer plan implementation

- Resource acquisition
- Alignment of operational resources
- Alignment of action to plan
- Measures and monitoring

4.D.2 Communication

- Communication planning
- Face-to-face communication

- Written communications
- Presentations

5. Relationships and interaction

5.D.1 Customer relationships

- Customer attractiveness
- Relational states
- Relationship management
- Relationship development

5.D.2 Internal relationships

- Internal allies
- Cross-functional working
- Effective collaboration