KAM High Performance Program: *Successful Account Growth* - Modules 1-4

Module 1

Mapping and developing our KA relationship

Tutorial

| Individual **Pre** | **Group** | Individual **Post** |

90 minutes

Module Objectives

1. To identify the key people in the KA
2. To define the KA's buying process
3. To define the current and planned relationship level with the KA
4. To create a 'power map' of relationships
5. To develop a contact management plan

Assessed Output Task

Present the buying process, 'power map' and relationship development & contact plan

High Performance Scorecard

1. I have defined the KA's buying process
2. I have identified the key people and their roles in the process
3. I have mapped our relationships using the assessment map
4. I have prepared a KA power map
5. I have prepared and agreed a contact plan

Module 2

Thinking like the customer

Tutorial

| Individual **Pre** | **Group** | Individual **Post** |

90 minutes

Module Objectives

1. To identify the market issues impacting the KA
2. To consider the impact of emerging/disruptive technologies on the KA and its customers
3. To identify the KA's strategy
4. To identify the KA's objectives & plans
5. To summarise the KA's situation

Assessed Output Task

Present the external issues impacting the KA, & its objectives and plans with implications for us

High Performance Scorecard

1. I have identified the market issues impacting the KA
2. I have identified the impact of disruptive technologies on the KA
3. I have identified the KA's strategy
4. I have identified the KA's objectives and plans
5. I have summarised the learning and defined the implications for us and our business growth

Module 3

Defining the KA's needs and added value opportunities

Tutorial

| Individual **Pre** | **Group** | Individual **Post** |

90 minutes

Module Objectives

1. To define the KA's needs now and future
2. To agree with the KA stakeholders our current value
3. To identify the KA 'value' & benefits we can deliver
4. To understand how we can monetise the value we deliver
5. To identify our product needs for each KA going forward

Assessed Output Task

Present a KA needs and value summary along with the implications for our business

High Performance Scorecard

1. I can explain the KA's needs both current and likely for the neat future
2. I can explain what value means for the KA
3. I can explain value may change for different individuals
4. I have identified how we monetise the value we provide
5. I have defined the product needs going forward for each KA

Module 4

Developing our base retention strategy and plan

Tutorial

| Individual **Pre** | **Group** | Individual **Post** |

90 minutes

Module Objectives

1. To identify the competitive threats
2. To understand the likely moves of our competitors
3. To monitor our performance levels
4. To define why we should retain the business
5. To create an Action Plan to defend and retain the business

Assessed Output Task

Present the retention logic, value to the customer and our Retention Action Plan

High Performance Scorecard

1. I have identified the main competitive threats & our performance levels
2. I have estimated the likely competitive moves
3. I monitor our performance levels and take corrective action as necessary
4. I have defined our 'Right to Retain'
5. I have defined our retention Action Plan

KAM KEY ACCOUNT MANAGEMENT

KAM High Performance Program: *Successful Account Growth* - Modules 5-8

Module 5

Detailing the opportunities and our 'right to win'

Tutorial

Individual **Pre**	**Group**	Individual **Post**

90 minutes

Module Objectives

1. To define the growth opportunities
2. To calculate the value and cost to deliver each opportunity
3. To identify the business case for the customer manager
4. To define our 'right to win' for each
5. To identify the sales material to support our 'right to win'

Assessed Output Task

Present the costed opportunities along with the detailed right to win business case

High Performance Scorecard

1. I have defined the growth opportunities
2. I have prepared a profit impact for each opportunity
3. I have defined the business case for the customer manager
4. I have defined our 'right to win' business case for each opportunity
5. I have identified the sales support material and tools I need to sell the opportunities

Module 6

Agreeing the value, strategy and the KA Growth Plan

Tutorial

Individual **Pre**	**Group**	Individual **Post**

90 minutes

Module Objectives

1. To define the business development objectives & value to us
2. To define our strategy for the KA
3. To define and agree the Growth Plan
4. To define the activities required to achieve the Growth Plan
5. To define the measures for the Activity tracker

Assessed Output Task

Present our KA value, strategy, the Growth Plan and activity

High Performance Scorecard

1. I have defined the business development objectives and strategic value of the KA
2. I have written a KA strategy and Growth Plan
3. I have agreed the Plan with the KA and internally
4. I have defined the activities by month
5. I track and measure progress of the Plan using agreed KPIs

Module 7

Developing effective cross-disciplinary team work

Tutorial

Individual **Pre**	**Group**	Individual **Post**

90 minutes

Module Objectives

1. To define the internal team, responsibilities and objectives
2. To win commitment to the KA Plan
3. To identify how best to communicate internally
4. To define and satisfy internal needs and requirements
5. To implement a team working review

Assessed Output Task

Present the internal communications needs and plan

High Performance Scorecard

1. I have identified all the internal colleagues with whom I must talk
2. I know their needs of me
3. I have identified what I need from them
4. I have formulated a simple communications plan
5. I use a simple team working review

Module 8

Managing the indirect team and individuals

Tutorial

Individual **Pre**	**Group**	Individual **Post**

90 minutes

Module Objectives

1. To know how to agree team and individual objectives
2. To actively solicit feedback from colleagues
3. To know how to praise success
4. To manage non-performance & conflict management positively
5. To employ the main project mgt. skills

Assessed Output Task

Present a plan to lead the team and oversee selected individuals

High Performance Scorecard

1. I can explain how to agree team and individual goals
2. I know how to get feedback
3. I know how to praise success
4. I know how to deal with non-performance and to resolve conflict
5. I understand core project management skills

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KEY ACCOUNT MANAGEMENT