

KAM High Performance Program: *The Strategic KA Growth Plan* - Modules 1-4

Module 1

Identifying Growth from the Key Account's Own Needs

Tutorial

Individual Pre Group Individual Post

90 minutes

Module Objectives

1. To identify the types of information
2. To identify what information is required by the AM
3. To identify the information source
4. To create a plan to gain the required information
5. To define the KA's Objectives, Plans, Needs, Concerns

Assessed Output Task

Present the KA's own Objectives, Plans, Needs and Concerns along with our growth implications

High Performance Scorecard

1. I can differentiate between the different types of KA information
2. I have defined exactly what I must know
3. I know where this information will come from
4. I have a plan to gain the information and knowledge over time
5. I have defined the KA's own Objectives, Plans, Needs and Concerns and tested my understanding with the KA

Module 2

Identifying Growth from Market Trends

Tutorial

Individual Pre Group Individual Post

90 minutes

Module Objectives

1. To define the KA market sectors
2. To understand how to conduct a PESTEL sector analysis
3. To define and summarise the market sector drivers and trends
4. To identify the trend growth implications
5. To summarise the growth from trends

Assessed Output Task

Present the PESTEL analysis for one KA along with the trend summaries & growth implications

High Performance Scorecard

1. I have identified the market sectors for the KA
2. I have conducted a full PESTEL analysis for each sector
3. I have identified the trends
4. I have identified and summarised the growth implications
5. I have defined and prioritised the growth potential

Module 3

Identifying Growth from our Competitors

Tutorial

Individual Pre Group Individual Post

90 minutes

Module Objectives

1. To understand competitive analysis
2. To identify indirect and direct competitors
3. To conduct an effective SWOT analysis
4. To identify the likely competitive moves and their implications
5. To identify and prioritise our growth opportunities

Assessed Output Task

Present a full competitive growth analysis for one KA along with likely moves, implications and our plan

High Performance Scorecard

1. I can explain how to conduct a full competitive analysis
2. I have identified the relevant direct and indirect competitors
3. I have an effective SWOT for the competitor
4. I have identified the likely competitive moves and their implications
5. I have defined our growth potential and requirements

Module 4

Identifying Growth from our own Strengths

Tutorial

Individual Pre Group Individual Post

90 minutes

Module Objectives

1. To define our top five strengths
2. To understand the growth implications from our strengths
3. To review our company's strategy and implications with respect to our KA
4. To define our company goals
5. To identify and prioritise the growth opportunities

Assessed Output Task

Present the strategy, strengths and growth implications summary and recommended plan

High Performance Scorecard

1. I have identified our top five strengths and considered how best to leverage them
2. I have identified the growth implications from our strengths
3. I understand our company strategy and implications
4. I understand our core company goals and their match with our strengths
5. I have defined our growth potential and priorities

KAM High Performance Program: *The Strategic KA Growth Plan* - Modules 5-8

Module 5

Overall Situation Summary & Opportunity Analysis

Tutorial

Individual Pre	Group	Individual Post
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90 minutes

Module Objectives

1. To summarise the growth opportunities
2. To calculate the costs/benefits
3. To consider wrt the KA's own OPNC
4. To define the mutual benefits
5. To prioritise the opportunities by potential, fit, cost, ease

Assessed Output Task

Present the summarised analysis along with the prioritised list with explanations as necessary

High Performance Scorecard

1. I have defined the growth opportunities
2. I have prepared a profit impact for each opportunity
3. I have considered each with respect to the KA's own Objectives, Plans, Needs, Concerns
4. I have defined the mutual benefits
5. I have prioritised the opportunities considering potential, fit, cost, ease

Module 6

Setting the Growth Objectives & the Action Plan

Tutorial

Individual Pre	Group	Individual Post
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90 minutes

Module Objectives

1. To select the 'best' opportunities
2. To set objectives for each opportunity
3. To define the resources required
4. To write the KA Growth Plan
5. To test the Plan against the KA's and our own objectives and needs

Assessed Output Task

Write the KA Growth Plan and Action

High Performance Scorecard

1. I have defined what 'best' means and have selected the best opportunities
2. I have written quarterly objectives for each opportunity
3. I have defined the necessary resources
4. I have written the Growth Plan using the company recommended format
5. I have tested the Plan to ensure that it meets the KA's and our own objectives and needs

Module 7

Formally Presenting and Agreeing the Growth Plan

Tutorial

Individual Pre	Group	Individual Post
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90 minutes

Module Objectives

1. To define whose support is required and who must agree the Plan
2. To define their needs and concerns
3. To anticipate and prepare for objections and questions
4. To write the presentation
5. To deliver the presentation

Assessed Output Task

Present and agree the Plan

High Performance Scorecard

1. I have identified all people who must support and agree the Plan
2. I know their needs
3. I have identified what questions and objections they may have along with my answers
4. I have written my presentation
5. I have presented and gained agreement to my Plan

Module 8

Implementing & Managing the Growth Plan

Tutorial

Individual Pre	Group	Individual Post
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90 minutes

Module Objectives

1. To consider the demands of implementation
2. To identify the performance reporting system
3. To plan the management & comms.
4. To anticipate problems and their solutions
5. To share learning

Assessed Output Task

Present the implementation and reporting/communications plan

High Performance Scorecard

1. I can explain how I shall manage the overall implementation
2. I have agreed the performance reporting system, roles and measures
3. I have defined the communication and management model
4. I have considered potential problems and their likely solutions
5. I have a process to share and update learning with colleagues