

Paramount Learning Ltd

Key Account Management Workshop Day One

Time	Learning Element	Indicative Output
0930	Welcome and Introductions	Set personal objectives for the workshop.
1000	What is Key Account Management <ul style="list-style-type: none"> • Strategic, relationship, tactical, developmental, consultative, team facilitation, leadership, loyalty, sustainability? 	Develop a clear understanding of Key Account Management. Learn how organisations are using KAM to build long term business relationships.
1045	What are the roles and responsibilities of a Key Account Manager? <ul style="list-style-type: none"> • Resource Management? • Strategic Direction? • Team development? • Internal and external communications? 	Examine the changing responsibilities between selling and account management. What defines a good account manager?
1115	Break	
1145	Defining a Key Account <ul style="list-style-type: none"> • Personal and Technical Factors • Pareto Analysis of accounts • What is more important; Size v Potential • How many key accounts are appropriate? • What is an ideal customer? 	Establish a framework that can rank one account against another in terms of importance to the future success of both organizations. With limited resources it is essential to be able to value one client against another so you can prioritise activities.
1230	Lunch Break	
1330	Defining a Key Account Continued	

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1430	Understanding the client's business requirements <ul style="list-style-type: none"> • Customer business environmental analysis • Researching client information • SWOT and Pestle (client and us) • Assess Client Culture • Key Financials and market drivers 	Build a strong picture of client and their existing and future requirements. From this you should be able to assess a match in your capability to deliver customer satisfaction and loyalty.
1500	Break	
1530	Understanding the client's business requirements continued	
1630	Close	

Key Account Management Workshop Day 2

Time	Learning Element	Indicative Output
0930	Analysis of how the account positions us as a supplier <ul style="list-style-type: none"> • Competitor/Buyer influence matrix • Customer satisfaction and loyalty • Develop competencies that match client need 	Build a clear picture of how the client pictures us vis-à-vis our competitors and make appropriate changes to our direction.
1030	Networking the account <ul style="list-style-type: none"> • Build an authority influence matrix • Where does the real power lie in the account hierarchy? • How to develop relationships in prospect accounts. • Briefing and debriefing account team • Internal and external communications 	Assess the key contacts within the account. Ensure that resources are well briefed to deliver account strategy.
1130	Break	
1145	Managing team focus and maintaining good communications <ul style="list-style-type: none"> • Importance of account discipline • Measuring performance against targets and client requirements • Clarity of account strategy • Motivation of team 	The importance of maintaining one set of clear objectives to the client and within own organization.

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1245	Lunch break	
1345	Developing the client plan <ul style="list-style-type: none"> • Client's market place • Deliverables • Historical sales development • Future sales targets (products/services) • Market share analysis • Client culture • Team make up and development • MOST (Mission, Objectives, Strategy, Tactics) • Communications plan 	Build a client plan that is available to all team members who have a stake in developing the relationship with client and therefore have a bearing on the ultimate outcome of the plan. The plan should be a living document where team members go to access relevant information.
1600	Workshop review	
1630	Finish	
Timings are approximate and may vary on the day depending on delegate requirements		