

Key Account Management Masterclass

A complete Action Kit of tools and techniques for achieving profitable key supplier status

9-10 November 2010 - Moscow



Seminar Focus

- Defining the characteristics of key account
- Moving the account through the relationship states to achieve a sustainable competitive advantage
- Select and Develop Key Account Strategy
- Identifying the difference between the traditional sales role and the key account manager
- Highlighting the skills required to successfully manage the internal and external environment
- Create and Manage the Virtual Key Account Team
- Developing the tools to influence key relationships
- Practicing the skills and develop the use of the tools through simulations

Key Account Management Masterclass

Overview

With relatively few large customers accounting for a large proportion of an organisation's sales, success is increasingly dependent on them. For the sales organisation, the key to making such a long-term relationship work is to gain an understanding of the business issues that the partner is facing, and offer solutions that make financial sense.

This 2 day programme provides the tools and processes that enable you to engage more strategically with your larger customers – and your own support organisation – in order to build a more mutually profitable and sustainable relationship.

Working on case studies and exercises related to real life , course participants will develop their analytic skills thereby gaining additional insight into their key accounts. Further, their ability to implement their plans will be enhanced through the sharpening of communication skills based on a well established model of how the brain works.

Key account management is not a short term initiative but rather a key strategy to gain competitive advantage which puts an organisation in a position to succeed. Key Account Management provides the strategic base, the processes and the disciplines to compete effectively in a market where customers are demanding more and more from their suppliers.

Key accounts require more of your energy and time than other customers. Key account management is about managing that investment in time and resources to achieve win-win outcomes for both parties. The relationship in a key account is a long way from the conventional transactional relationships experienced by many sales people. Relationships are at the very heart of key account management. They provide the source of information and understanding that can be built into added value activities. They also provide the foundations for long-term business based on mutual trust and confidence.

It takes time to build robust long-term relationships which move both organisations through the stages in the key account management described during the programme.

The programme explores a range of tools and models which can help you build the relationships with your key accounts.



**This program is a pure 10!
Practical, real-life business approach with
immediately applicable and direct impact on
sales. Thank you for the unforgettable 2 days.**

**KA Sales Director,
GlaxoSmithKline**



Key Account Management Masterclass

Your
5-star
Training
Experience

There were **over 700** professionals trained on this course from across Europe in the past 4 years with a satisfaction rate averaging **96,5%**

Typical Industries

- Pharma & Medical
- FMCG
- Telecom
- Information Technology
- Financial Services
- Energy



Delegates Feedback:

„The course was very interesting with plenty of information to be used in professional life. My company and myself will directly benefit as it added further knowledge and information that will improve my skills in the account management field.”

I.N., Sales Manager, Banka Transylvania

„The course clearly exceeded my expectations, it was nice and interesting”

F.S., Key Account Manager, Actavis

„It's excellent. A lot of practical and good advice. The trainer was perfect in every aspect, knowledge and the way of presentation, as well as having the ability to keep one interested.”

K.K., Key Account Manager, Sanofi Aventis

„Excellent Training, I recommend it! Each company should send their managers as well to this grand event.”

M.A., Key Account Manager, Telenor Direct

„Very Useful and practical, I shall understand the process better.”

A.M., Key Account Manager, Carlsberg

„It was really useful indeed. All in all I'm motivated to repeat and get the best practices based on your course.”

E.N , Manager Key Accounts, Philip Morris

“The course was very useful. It helps me to have a better understanding of KAM, and ways to improve Key Account relationships and makes me to be better organized. ”

D.N., Key Account Executive, Johnson and Johnson

Key Account Management Masterclass

Course Agenda

Day One

08:00 Registration and welcome coffee

08:30 Session 1: Introduction

09:30 Session 2: Prioritising Your Customer Base for Resource Optimisation

- Understand the Customer Directional Policy Matrix
- Develop an Account Policy Matrix
- Objectively prioritize customers in terms of strategic importance
- High-Level strategies for managing customer base
- Optimise customer resource allocation

Group Exercise: Prioritise your own customers

10:30 Coffee Break

09:30 Session 3: Stages in Key Account Management

- Relational Development model and KAM relationship types
- Understand the stages KAM Maturity in your organization
- Recognize the features of each stage
- KAM being a journey instead of a project
- Achieve long term competitive advantage

Group Exercise: Identify the most effective relationship structure for your Key Accounts

12:00 Lunch

13:00 Session 4: Key Account Planning – Why should the account work with you and your company?

- Develop a foghorn message to your Key Accounts
- Create a powerful value proposition
- Differentiate your organization and yourself

Group Exercise: Key Account Planning: Why should your Key Account work with you?

15:00 Coffee Break

15:30 Session 5: Key Account Planning – Power Bases and Influencing

- Manage a broad range of relationships
- Be able to influence effectively
- Align every member who deals with your account to a common goal
- Understand the various Power Bases

Group Exercise: Customer mapping and stakeholder analysis

17:00 Summary, End of Day One

Key Account Management Masterclass

Course Agenda

Day Two

08:00 Registration

08:30 Session 6: Key Account Planning - Know Your Key Account Better Than They Do Themselves

- Analyse Key Accounts and the macro environment
- Understand the influence on buying decision
- Avoid the commoditisation trap
- Understand the micro environment of your Key Account

Group Exercise: Analyse the business situation of your Key Account

10:30 Coffee Break

11:00 Session 7: Key Account Planning – Customer Value Chain

- Organisational value chain
- Identify your Key Accounts strengths and weaknesses
- Developing a stronger SWOT analysis

Group Exercise: Discuss in your teams the implications of the stronger SWOT

12:00 Lunch

13:00 Session 8: Key Account Profitability

- Understand customer purchase motivation
- Calculating customer lifetime value
- How to manage costs to serve
- Maximising customer equity

Group Exercise: Identify revenue and cost drives

14:00 Session 9: Managing Key Account Knowledge in your Organization

- Understand the implications of effective knowledge management
- The Key Determinant of an effective knowledge sharing culture
- Creating a communications plan gaining Executive Sponsorship for KAM

Group Exercise: Knowledge Management and Communication in Action – Making it happen!

15:00 Coffee break

15:30 Session 10: Leadership and Team Development

- KAM as a leader
- The role of a KAMgr
- The characteristics of a high performing team

16:30 Session 11: Summary & Close

Look at all individual action plans and decide on what you must:

- Start doing
- Stop doing
- Continue doing

Key Account Management Masterclass



Masterclass Leader

Sue Holt

BA MBA PhD

Visiting Fellow

Marketing

Cranfield School of Management

Sue Holt is involved in lecturing, research and consultancy in a number of key areas. Her main interests lie in the fields of global and key account management, customer relationship marketing and business-to-business marketing and she has worked with many different organisations in these areas. Prior to working with Cranfield, Sue pursued a wide ranging management career in both the public and private sectors. As Marketing Director for a major printing company, she was instrumental in developing strategic marketing planning within the organisation and introduced Key Account Management as an approach to successfully managing major customers. Having gained a distinction for her MBA, Sue then completed a PhD in Global Account Management under the supervision of Professor Malcolm McDonald at Cranfield. As well as teaching on a wide range of Cranfield programmes, Sue is also a principal researcher for the Cranfield Key Account Management (KAM) Research Club and the Customer Relationship Management (CRM) Research Forum. She has also published academic and practitioner articles on key account management and creating customer value.

Companies that Sue has worked with recently on KAM include:

- Cisco Systems
- Schering Plough (now Merck)
- Vodafone
- Rolls Royce
- Aviva

Key Account Management Masterclass

Please complete the form and fax to (36) 1 999 7481

Delegate Details

Name
Position
Email
Mobile No.

Name
Position
Email
Mobile No.

Name
Position
Email
Mobile No.

Name
Position
Email
Mobile No.

Registering Company

Company Name
EU VAT Number
Street
City
Country Postcode
Telephone Fax

Event Details

Dates 9-10 November 2010
Venue 5 star location to be advised
City Moscow

Payment Details

*Credit Card Payment
Bank Transfer

Registration Fee

Regular Fee	<input type="text"/>	€1995
Register 3 delegates & Receive 4th Free	<input type="text"/>	€5985 (total)

PAYMENT BY CREDIT CARD

*In case you choose to pay by credit card our Finance Department will be in touch with you soon to ensure the maximum security of the transaction.

Stamford Global Finance

Authorisation

I certify that the above information is correct.
I am aware of the prerequisites of the registration.

Name
Job Title
Signature
Date

Terms & Conditions. Please read carefully before registration

Hotel Accommodation & Airport Transfer

Accommodation is not included in the training participation fee. To arrange accommodation at the conference venue, you will receive a reservation form with our Stamford Corporate Rate. Please arrange the room reservation and airport transfer directly with the hotel.

Confirmation Details

After receiving payment, a receipt will be issued. If you do not receive a letter outlining joining details 2 (two) weeks prior to the event, please contact us at operations@stamfordglobal.com

SALES CONTRACT

Client means the registering organization

Executor means Stamford Global

This registration form constitutes a legally binding sales contract between the Executor and the Client. All terms are mutually accepted and negotiated in good faith.

1. Fees: Registration fees are inclusive of program materials, event organizational expenses (venue, speakers et.), luncheons and refreshments, but exclude accommodation and travel expenses.

2. Payment terms: Following the receipt of the registration form, all payments are due within 5 (five) working days. All payments must be received before the commencement of the events. After registration all payments must be executed within the terms herewith irrespective of attendance. Should a portion of the Contract price be subject to state, federal, or local taxation, or VAT if applicable, the Executor reserves the right to add such charges to the final invoice or recover such sums from the Client at the time when they become due. Late payment: The client explicitly agrees the Executor entitled to charge a fix 20%/year late payment penalty for all payments received after the due date. Credit Card payments are subject to 4% handling and processing surcharge.

3. Cancellation/Substitution: Substitution is allowed by providing a written notice is given to the Executor, not later than 2 working days before the event. Otherwise all registrations carry a 50% cancellation liability of the contract value immediately after an authorized registration form has been received by The Executor. By signing this registration form the client agrees that in case of any dispute or cancellation The Executor will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason The Executor decides to postpone or cancel the event, The Executor is not responsible for covering airfare, hotel or any other cost incurred by the clients. Any cancellation received in less than 10 working days before the event carries 100% payment liability. No refund, partial refund or any alternative offer shall be made.

4. Indemnity: The Executor reserves the right to change the event content, date, and venue should circumstances require. In such cases no penalty, partial refund or refund or alternative offer shall be made. In the event of the Executor permanently cancels the event for any reason whatsoever, and provided that the event is not postponed or merged with any other event at a later date, the Client shall receive full payment returned in 14 business days after the proposed initial date of the event. The client hereby indemnifies and holds the Executor harmless from and against any and all costs, damages, expenses including attorney fees, which are incurred by the Client.

5. Image Release: In registering for Stamford Global events and conferences, delegates grant permission to Stamford Global, its agents and others working under its authority, to take and to have full and free use of video/photographs containing their image/likeness. It is understood these images may be used for promotional, news, on-line/multimedia, research and/or educational purposes by and for Stamford Global. Delegates agree that they are not entitled to remuneration, residuals, royalties or any other payment from Stamford Global in respect of their image/likeness or its use. Delegates release, discharge, and hold harmless, Stamford Global and its agents from any and all claims, demands or causes of actions that they may hereafter have by reason of anything contained in the photographs or video. Should a delegate not agree to the above image release, they must advise Stamford Global by contacting inquire@stamfordglobal.com.

5. Copyright: All intellectual property rights in all materials produced and distributed by the Executor is expressly reserved and any unauthorized duplication, publication or distribution is prohibited without written permission of the Executor.



+36 23 805 600



www.stamfordglobal.com

StamfordGlobal
never • stop • learning