

2-DAY

Who should attend?

Senior Sales and Marketing Managers
 Business Development Managers
 Key Account Managers who manage complex sales partnerships
 Experienced salespeople



Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management, Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with clients. His Sales & Marketing management experience includes 40 international FMCG & B2B brands. He's the ex-marketing and sales director of the global zipper giant YKK. He is currently completing his PhD in Persuasion Science.

Introduction

Key Account Management for Sustainable Advantage (KAMsa) is one of the fastest ways to dramatically increase profitability. This outcome-based programme has been developed to create your Company's sustainable competitive advantage (SCA) by doing eight practical Strategic-maps. This course has the perfect balance between exciting theory and developing skill transfer for the immediate work situation, automatically benefiting the employer as well. We're living in a hyper-competitive global village, exacerbated by a looming global recession, a rapidly changing political environment, over capacity in many industries, and resurgence of aggressive cost containment measures by major customers in all business segments. With this backdrop, through strategic-partnering-selling, KAM ensures superior laser beam focus on the Strategic Accounts that produce 80% of your firm's future profit.

1. List your top key accounts and select a KA that you will concentrate of for the rest of the day
2. Select your top-6 KAM Management skills from a list of 23 skills
3. Strat-map #1: Your 3-year trading history with your KA (why are their variances over the 3-year period) and your KA's future objectives.
4. Strat-map #2: Your KA's Top-10 Key Success Factors. Rate your KA's ability vs. their competition. This exposes your KA's issues.
5. Strat-map #3: SWOT analysis and more KA Key Issues. Ask yourself 30 tough questions about your KA. What questions will you ask your KA when you see them?
6. Strat-Map #4: Map out your KA's value-chain and select your opportunities where you can assist them. This is to **identify and seize opportunities for mutual-growth**.
7. Strat-map #5: List your key decision makers (KDMs) and their different roles, analyse who influences whom, what are their responsibilities (KPIs) and hobbies.
8. Strat-map #6: Setting Your Objectives (KPIs) inline with your KA's objectives (KPIs), execute your SWOT inline with KA
9. Strat-map #7: Your Key Issues stopping you achieving your objectives
10. Strat-map #8: Mapping out your KA's Top-10 Key Buying Factors, and rating your ability to service your KA (vs. your competition). ID your strategy for competitive advantage: Choosing your strategy: what will you need to Innovate, Increase, Decrease and Ditch (i.e. Blue Ocean Strategy) to achieve your KA's objectives and ward off your competition.
11. Choose your Top-6 (i.e. "Six-pack) projects for immediate implementation to achieve your Blue Ocean Strategy.
12. Diamond Approach: who will assist you in implementing your plan? (i.e. inside your company, inside your KA, and which industry contacts will you use).
13. Post-programme work is structuring and executing a KA expansion plan. Complete the PowerPoints slides and present your KA Plan (KAP) to your colleagues, sales manager and even your key account. A free KAP PowerPoint template will be given to you after the training (i.e. select about 20-slides and populate them)
14. Key Account Recovery discussion and tips: Regaining a lost account