

Introduction

This detailed **Key Account Management (KAM) Certification Course** is designed to provide participants with the essential skills needed to effectively manage key accounts in an ever-changing business environment.

As technology evolves, buyer sophistication and the growth of alternative purchasing channels create unique opportunities for modern Key Account Managers to maximize revenue and profitability. The course also explores the role of Key Account Management in contemporary business practices, helping professionals navigate these opportunities strategically.

Strategic Account Management Certification and Training

The **Key Account Management Certification** is crucial for professionals who aim to become strategic account managers. This certification confirms an individual's expertise in managing important client relationships and in developing effective strategies to meet both client and organizational objectives. Our **KAM course** provides thorough training, immersing participants in the tools and techniques needed to excel in key account management.

Targeted Groups

This course is ideal for:

- Account Managers
- Sales Managers
- Sales professionals handling Key Accounts or those with limited experience in strategic Key Account Management, especially in a **business-to-business (B2B)** context.

Course Objectives

By the end of this **Key Account Management** training, participants will be able to:

- Develop a sales plan tailored for each strategic key account to meet client needs and increase customer value.
- Refine margins and increase profitability.
- Allocate resources efficiently for the best results.
- Guide the buying process and secure more sales agreements.
- Use human capital effectively to support account management.
- Identify, evaluate, and prioritize opportunities for business and relationship development.

Targeted Competencies

Upon completion of this course, participants will be able to:

- Analyze and assess Key Accounts effectively.
- Plan strategically for Key Accounts.
- Understand the stages of a Key Account relationship.
- Identify and nurture potential within Key Accounts.
- Form and lead internal teams to support Key Accounts.
- Manage virtual teams using internal resources for Key Account management.

Course Content

Unit 1: Key Account Management

- Defining and understanding the importance of a Key Account
- Establishing criteria for qualifying Key Accounts
- An overview of Key Account Management (KAM) and account management strategy
- Evaluating business perspectives and current trends
- Understanding customer expectations
- Strategies for achieving profitable growth

Unit 2: Account Analysis

- Steps for defining and selecting Key Accounts
- Exploring single-factor and portfolio models for account analysis
- Understanding the **CALL PLAN** model and its implementation
- Calculating cost per call and determining break-even sales volume
- Criteria for selecting Key Accounts and evaluating their attractiveness
- Balancing resource utilization with the cost of service

Unit 3: The Key Account Relational Development Model

- Stages of relationship development with Key Accounts:
 - Pre-relationship stage
 - Early relationship stage
 - Mid-relationship stage
 - Partnership relationship stage
 - Synergetic relationship stage

Unit 4: Account Planning Process

- Criteria for effective account planning
- Analyzing the customer, past business, and the competitive landscape
- Tools for analysis:
 - Competitive analysis matrix
 - Customer expectation benchmark matrix
- Strategic account development and use of **SWOT** and **TOWS** analysis
- Learning strategy development tools for effective account management

Unit 5: The Critical Role of Key Account Managers

- Understanding the roles and responsibilities of Key Account Managers (KAMs)
 - Forming and leading high-performing Key Account teams
 - Enhancing sales through effective negotiation
 - Mastering negotiation skills and tactics
 - Building long-term customer relationships and fostering trust
 - Recognizing the importance of customer service in Key Account Management
 - Learning relationship selling and reevaluating the sales force approach for Key Accounts
 - Addressing performance challenges and setting measurement criteria
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