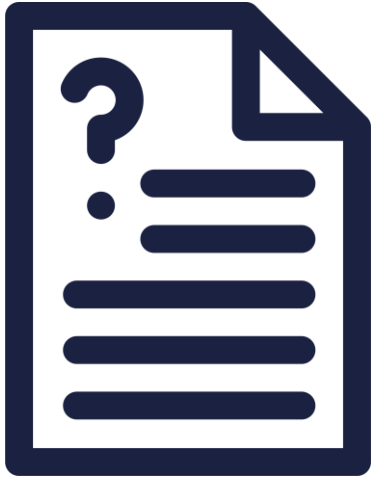


Unit 2 - What is key account management?



This is how we define Key Account Management

This means you must grow both the **sales and margin together**

Key Account Management is the achievement of long term profitable business growth

By:

building long term depth-relationships with your most important **current and potential customers**

These are your Key Accounts

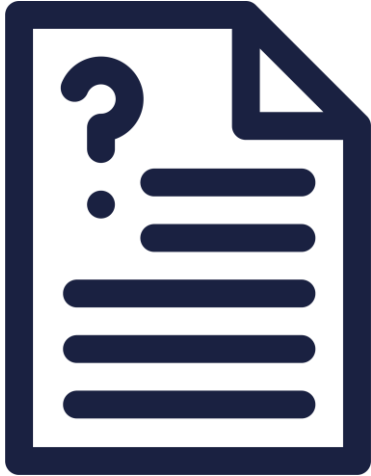
By:

This is the only way you can command a **price premium** – without it you must focus on price

ensuring that the customer is **measurably better off** doing more business with you over the long term



Unit 2 - From selling to key account management



The process of Key Account Management is a continuous journey

From

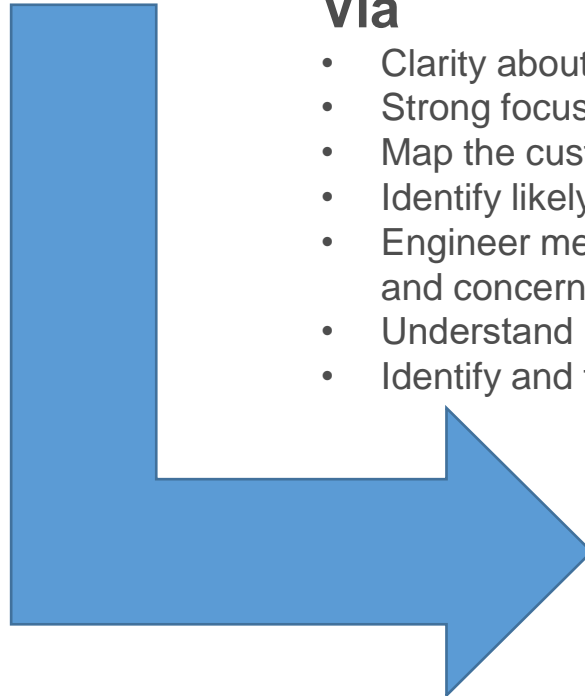
- Reactive – waiting to respond to customer requests
- Customer 'needs' short term (often product/price related) and operational
- Focus on RFP/RFQ sent by purchasing to potential suppliers
- Focus on products/services and prices
- Limited depth customer knowledge and few if any senior manager relationships

Via

- Clarity about the total available business and potential growth
- Strong focus on customer knowledge building
- Map the customer organisation – map the decision making process
- Identify likely interest of key people
- Engineer meetings to understand more about the customer's objectives, needs, plans and concerns – start to investigate and define value
- Understand more about the individual's interests and measures
- Identify and test possible value creating ideas

To

- Much greater customer engagement across and up the organisation
- Focus on customer corporate goals and strategy
- Proactive identification of defined growth opportunities
- Clarity about measurable value as a customer business case
- Establish joint value co-creation working groups
- Focus on growth of share and margin



Unit 2 – focus on long term profitable growth – my thinking

Use this sheet at the group session



Now just take a few minutes on your own to think about these ideas. The purpose here is not to test your ability but to give you a bit of time to think about these issues so that you will be ready to discuss them with your colleagues in the Group session.

What is your view of the Key Account Management definition? Is this a good definition? Why?

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What is your view of the role of the Key Account Manager? More than selling?

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Does this summary of the difference between selling and Key Account Management make sense for you?

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