



**Customer Service  
Sales & Marketing**



**SCANDINAVIAN ACADEMY**  
Training and Development

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# Course: Key Account Management: Establishing Profitable Customer Relationships

Code	City	hotel	Start	End	price	Hours
309	Hamburg (Germany)	Hotel Meeting Room	2024-08-12	2024-08-16	5450 €	25

## Program Objectives:

By the end of the program, participants will be able to:

- Improve margins and keep more profit.
- Prioritize efforts for maximum results.
- Develop a sales plan for each strategic (key) account to fully satisfy client needs and maximize customer value.
- Lead the buying process and close more sales.
- Maximize human capital utilization.
- Identify, evaluate and prioritize opportunities for business and relationship development.

**This Program is designed for:**

Account managers, sales managers, sales people who are managing Key Accounts or have limited experience in managing accounts customers in a Business to Business environment. This program is worth 25 NASBA CPEs.

**Note:** Fundamental sales skills are assumed and will not be covered on this course.

## Program Outline:

### Key Account Management

- What is a Key Account?
- Who Makes the Rules for Qualifying Key Accounts?
- Overview of Key Account Management: Business Perspectives and Trends; Customer Expectations; Profitable Growth Strategies

### Account Analysis, A Necessary Step Towards Defining and Selecting KA

- The Single-Factor Models
- The Portfolio Models
- The CALLPLAN Model
- Cost per Call and Break-Even Sales Volume Computation
- Selection Criteria and Measuring Attractiveness
- Use of Resources versus Cost to Serve

### The Key Account Relational Development Model

- The Pre Relationship Stage
- The Early Relationship Stage
- The Mid Relationship Stage
- The Partnership Relationship Stage
- The Synergetic Relationship Stage

### The Account Planning Process

- The Account Planning Process Criteria
- Analyze the Customer, Past Business, and Competition
- The Competitive Analysis Matrix
- The Customer Expectation Benchmark Matrix
- Developing Account Strategies
- Use of SWOT and TOWS Analysis
- Strategy Development Tools

### The Critical Role of Key Account Managers

- Understanding the Role and Responsibilities of KAMs
- Building and Leading Effective Key Account Teams
- Maximizing Sales through Effective Negotiation
- Negotiation Skills and Tactics
- Building Long-Term Customer Relationships and Trust
- Understanding the Importance of the Customer Service Function in KAM
- Relationship Selling: Rethinking the KA Sales Force
- Performance Challenges and Measurement Criteria





**The Scandinavian Academy employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:**

- **Theoretical Lectures:**
  - We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- **Scientific Assessment:**
  - We evaluate trainees skills before and after the course to ensure their progress.
- **Brainstorming and Interaction:**
  - We encourage active participation through brainstorming sessions and applying concepts through role play.
- **Practical Cases:**
  - We provide practical cases that align with the scientific content and the participants specific needs.
- **Examinations:**
  - Tests are conducted at the end of the program to assess knowledge retention.
- **Educational Materials:**
  - We provide both printed and digital scientific and practical materials to participants.
- **Attendance and Final Result Reports:**
  - We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.
- **Professionals and Experts:**
  - The programs scientific content is prepared by the best professors and trainers in various fields.
- **Professional Completion Certificate:**
  - Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.
- **Program Timings:**
  - Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.