

Key Account Management Planning Workshop

Venue: The Spread Eagle Hotel, Thame, Oxfordshire

Thursday 25th January 2007 commencing 9:30am

The sales improvement
specialists



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Key Account Management (KAM) is a systematic process for managing key interactions and relationships with critical customers. Writers sometimes quote the Pareto Principle to describe strategic customers: 20 percent of them generate 80 percent of the revenue/profit. It's usually an apt comparison, although the numbers can vary dramatically if the supplier's strategy has targeted emerging or medium-sized accounts. Nonetheless, key accounts tend to provide a disproportionate share of a supplier's revenue/profit.

One of the most important activities once a key account has been identified is planning. This session, hosted by Koru will help you to become more effective and focused in planning for your key customers.

Introduction

This is a workshop with a difference...

- It will not focus on sales abilities
- It will not focus on sales training
- It will not focus on sales methodologies

For your experienced sales professionals...

- It will help to improve their time management
- It will align your business with your customer's business
- It will help you sell what your customer needs
- It will set you apart from your competitors
- It will improve your company's profitability
- It will help move you from being a vendor to being a trusted partner

You will receive a single user license of KoruPlan™ for use in your business.

Agenda

- 9:30 Registration and Coffee
- 10:00 Introduction
- 10:10 The Customer's Perspective – Brian Whitford
- 10:30 What you need before you start planning
- 10:50 Coffee and case study understanding
- 11:15 'Hands on' with the Case Study – Building the Account Plan
- 12:30 Review and Open Forum
- 13:00 Lunch

Case Study

The Case Study illustrates a typical real life situation. There are two companies involved. The first is "our (the participants') company", what it is we do, how we do it and what we expect from our Key Customers. The second is "our key customer". The brief will provide enough information for the participants in the work shop to formulate an account plan for "our key customer". During the course of this facilitated interactive workshop we will:

- Verify our understanding of "our key customer's" business - their issues and opportunities
- Define the sales strategy for the account
- Identify the sales objectives
- Evaluate their viability, and
- Structure an Account Plan from what we have learned