



KAMPLAN

INTELLIGENCE, INTENTIONS & IMPLEMENTATION

Plan date:	
Client Company	
Main client contact:	
Managed by:	
Supported by:	

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“KAMPlans are crucial to simplifying your relationship management of your top customers. By putting in place robust systems which are practical, easy to implement and provide you with the capability to proactively monitor your sales progress, you will sleep better at night.”

David Ventura, KAM Consultant, KAMGuru.com

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INTELLIGENCE	
What is the current SWOT situation?	
STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

INTENTIONS	
What are your plans for the future?	
TO ADD VALUE TO THEM	1.
	2.
	3.
TO IMPROVE OUR BUSINESS	1.
	2.
	3.
TO DEVELOP RELATIONSHIPS	1.
	2.
	3.





IMPLEMENTATION		
WHO	IS GOING TO DO WHAT?	BY WHEN?



KAMGURU RESOURCES

FREE 5 PART MINI HEALTH CHECK

- A robust KAM strategy is a business life skill you need in order to mitigate vulnerability to competitors
- To protect the future of your business - look after your top customers, before someone else does
- Take a quick temperature check to test how you, your business & your team fare on having the right strategies, systems & skills to safely guard your top customers from competitors

This powerful short **FREE VIDEO SERIES** walks you through the key themes of KAM. There are 6 videos, each under 5 mins long. Work with David Ventura as he asks you crucial questions to support you to honestly evaluate your weaknesses, and confirm your strengths.

[GET FREE ACCESS NOW](#)



KAMGURU RESOURCES

WHAT'S COVERED IN THE SERIES?

Identify areas for improvement within minutes in short, bitesize videos.



Health Check Introduction

Key Account Management is a business basic & should be beautifully simple. Of course, the things that are simple, are never usually that easy. Meet your KAM Consultant, David Ventura.



KAM Culture

The importance of building a KAM culture in your business & the clarity required to engage the wider team. 'Culture' is the attitude & behavioural characteristics of a particular group.



Hopium Addiction

Between an objective & a result there is a gap. Fill that gap with confidence, instead of "hope". Stare failure in the face & look at the dangerous addiction that kills sales. Do you have a Hopium Addiction?



Perception vs Reality

How can you establish your key customers' perceptions of you beyond a standard survey? How much do you really know about how the customer perceives you, your business & your team?



Robust KAM Plans

If your most valued team member, the account manager who has developed & maintained the relationship with your #1 customer, left the business today, would you be in a world of pain tomorrow?



Are you the REAL CEO?

Introducing a true KAM culture in the business is an organisational change project. KAM starts at the top or it simply won't start. It doesn't have to be the Chief Exec, but must be led by the top.

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