



## KEY ACCOUNT MANAGEMENT WORKSHOP A VIRTUAL SEMINAR

**“LOOK AFTER YOUR MOST IMPORTANT CUSTOMERS BEFORE SOMEONE ELSE DOES!”**

For senior executives in today’s uncertain world, key account management (KAM) has never been more relevant or important.

1. For many organisations, winning NEW business has become extremely challenging in the volatile climate created by the Coronavirus Pandemic. Now, more than ever, much of the opportunity sits with how we **DEVELOP** our existing customers - working as a partner, not just a supplier.
2. In a world that is ‘at war’, what strategies do we have in place to **DEFEND** our most important customers from competitor attack? For many SMEs, 64% of the revenue is provided by just 4% of the customers. Often the ‘Top 10’ accounts.
3. Often an SME’s only USP is ‘Customer Intimacy’. To build and **MAINTAIN** Profitable Partnerships is the Key to Success.

This highly participative and engaging “health check” workshop provides an overview of the essential **KEY ACCOUNT MANAGEMENT** strategies, systems and skills needed in today’s challenging business environment.

### HOW DOES THE SESSION WORK ‘VIRTUALLY’?

The session will be held on ZOOM\* and will benefit from plenty of member interaction using;

- ◆ Pre-Workshop Engagement
- ◆ Breakout Room Exercises
- ◆ Polls
- ◆ Interactive Q&A

\*Members will need to register for ZOOM - a free account will suffice

### 10 KEY QUESTIONS ANSWERED:

What is the definition of a key account?
How do you become an effective business “partner” rather than an ordinary supplier?
What is the role of an account manager today?
How do you measure and increase the value you create for key accounts?
What is the structure for a compelling no-brainer testimonial?
How do you audit the feelings and perceptions of a key account?
How do you ensure that you always exceed their expectations?
How do you position key account management as a “team sport?”
How do you become an expert in each key account’s world?
What should an effective “key account plan” look like?”

### WORKSHOP OUTCOMES

Better relationships with key decision makers and influencers
Happier key customers
Improved loyalty and retention
Early identification of “issues”
Additional sales
Defined roles for everyone in the account management team
Reduction in servicing costs
More teamwork, less “friendly fire”
More effective key account plans
Customer-centric culture

### KEY THEMES:

1. Improve your profitability... by improving the customer’s profitability
2. Use KAM to stand out from your competitors rather than stand up to them
3. Work as an exceptional business partner not as an ordinary supplier
  4. Are you a cost-creator or a value-creator?
5. To avoid Procurement people you need to be adding value in the boardroom
6. The only safe customer is one where you are exceeding their expectations
7. They don’t care how much you know as long as they know how much you care
8. If you are an expert in the customer’s world you never have to sell again
  9. Key account management starts at the top or it does not start
10. KAM is a team sport - it is not about “my customer” - it is about “our customer”

### TEN ACTIONS OVER TEN WEEKS?

1. Define exactly what the term “key account” means for you and ensure that your people know which customers are “key” and why?
2. Build 20 Partnership Indicators - use as a checklist for each key account - if in doubt, mark the scores down. Review the scores at board/team meetings etc.
3. Create compelling no-brainer testimonials for each of your target markets - do they cover the Value Pyramid of identifiable>quantifiable>auditable>priceless value?
4. Carry out Key Account Audits with key decision makers and influencers within each key account. Do you really know how they feel? Do you know their future plans and thinking?
5. Break the customer’s experience down into bite-size pieces, identify what is happening now and what needs to happen to achieve the XX Factor where you are exceeding their expectations at every stage
6. Quarterly review meetings work well but also create an “Annual Strategic Review” (which will encourage Directors input). Maybe an “away-day” at the start of their financial year?
7. Build a one-page ‘Strategic Bridges’ understanding of the key account’s strategy for the future. Where are they now? Where are they going? Why? How can you help?
8. Promote key account management as a Team Sport – fix any internal “friendly fire”, create a skills matrix and team selling days to improve teamwork. Get your “big guns” into the field to ensure that the right team members are managing the right key accounts?
9. Create KAMplans for each key account that link Intelligence > Intentions > Implementation.
10. Share the plans with relevant colleagues .....hold regular internal Key Account Review Days.

### ABOUT DAVID VENTURA

David is a thought provoking speaker who helps Senior Leaders and their teams improve the profitability and performance of key customers, bringing to life the principles of increasing results by improving relationships with your most important customers.

David has spent over 12 years in a variety of commercial and leadership roles across numerous sectors, including Retail, IT and Telecoms, with a proven track record in driving business growth across new business and the existing customer base.

His ability to adapt to any given group, sector and culture makes him an ideal facilitator to bridge the gap between ‘best practice’ and creative and innovative solutions.

Having started his career in the ‘entertainment industry’ working as a resident Entertainments Manager for Holiday Parks, Cruise Ships and Nightclubs, the transition into Sales and Leadership 12 years came naturally, bringing with him some core principles of Customer Growth;

- The key to any great ‘performance’ is integrity and authenticity. The same applies to business.
- If ‘people buy from people’ then rapport and relationship skills are the most powerful skills to master in business
- Sales can often be seen as a downstream result of Service Excellence

Now working as a speaker, corporate trainer and coach, David now dedicates his time to helping organisations grow revenues, empower employees and reach full potential by delivering highly engaging and ‘output focussed’ workshops.

Living in Hertfordshire, with his Wife and two young children, David is most ‘at home’ cooking up a feast for friends and family and making a ‘mean’ G&T! Contrary to common belief, he is no relation to Ace and believes that happiness comes from achieving an abundance of love, laughter and learning.