

Key Account Management

Training concepts



Hartmut Sieck at a glance



- 10 years of experience in the industry in Key Account Management and leadership positions
- Since 2002 business consultant, trainer, sales coach and keynote speaker
- Clear focus on Key Account Management and B2B sales
- President of the European Foundation for Key Account Management (EFKAM)
- Author of 13 books

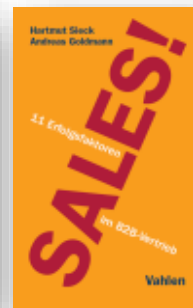


Consulting

Training

Speaking

Certification



Masterclass of Key Account Management

Duration:

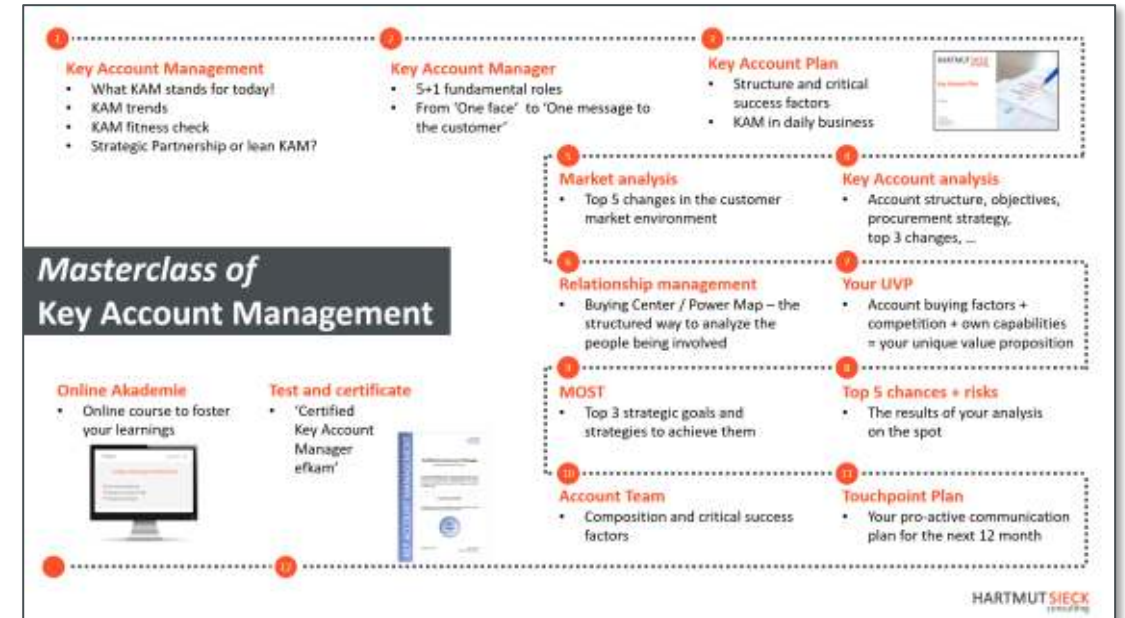
- 2 days

Participants:

- Key Account Manager and KAM team members

Results:

- Common understanding of modern KAM
- For selected accounts a Key Account Plan was prepared



+ Ready to use Key Account Plan template



+ Book The strategic Key Account Plan



+ Online KAM course



+ Test to become a certified Key Account Manager

1

Key Account Management

- What KAM stands for today!
- KAM trends
- KAM fitness check
- Strategic Partnership or lean KAM?

2

Key Account Manager

- 5+1 fundamental roles
- From 'One face' to 'One message to the customer'

3

Key Account Plan

- Structure and critical success factors
- KAM in daily business



5

Market analysis

- Top 5 changes in the customer market environment

4

Key Account analysis

- Account structure, objectives, procurement strategy, top 3 changes, ...

6

Relationship management

- Buying Center / Power Map – the structured way to analyze the people being involved

7

Your UVP

- Account buying factors + competition + own capabilities = your unique value proposition

9

MOST

- Top 3 strategic goals and strategies to achieve them

8

Top 5 chances + risks

- The results of your analysis on the spot

10

Account Team

- Composition and critical success factors

11

Touchpoint Plan

- Your pro-active communication plan for the next 12 month

Masterclass of Key Account Management

Online Akademie

- Online course to foster your learnings



Test and certificate

- 'Certified Key Account Manager (efkam)'



12

Key Account Management Bootcamp

Duration:

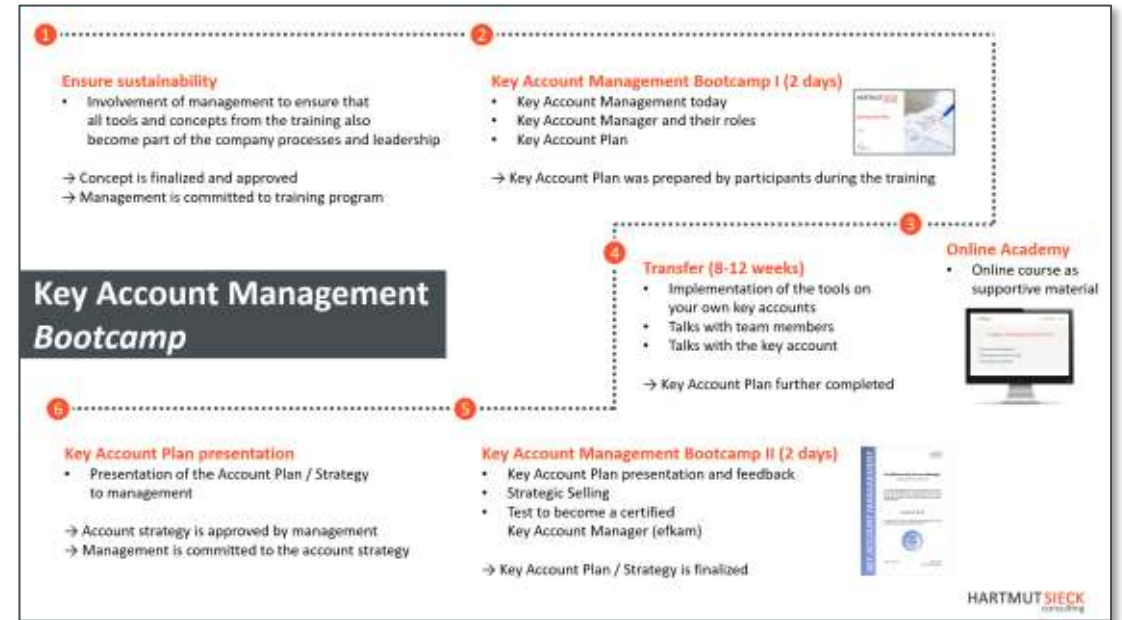
- 2 x 2 days

Participants:

- Key Account Manager and KAM team members

Results:

- Sustainability is ensured through management involvement
- Common understanding of modern KAM
- For selected accounts a Key Account Plan was prepared
- Key Account Plans presented to management
- Strategic, focused selling method implemented



+ Ready to use Key Account Plan template



+ Book The strategic Key Account Plan



+ Online KAM course



+ Test to become a certified Key Account Manager

1

Ensure sustainability

- Involvement of management to ensure that all tools and concepts from the training also become part of the company processes and leadership

→ Concept is finalized and approved
 → Management is committed to training program

2

Key Account Management Bootcamp I (2 days)

- Key Account Management today
- Key Account Manager and their roles
- Key Account Plan



→ Key Account Plan was prepared by participants during the training

3

Online Academy

- Online course as supportive material



4

Transfer (8-12 weeks)

- Implementation of the tools on your own key accounts
- Talks with team members
- Talks with the key account

→ Key Account Plan further completed

5

Key Account Management Bootcamp II (2 days)

- Key Account Plan presentation and feedback
- Strategic Selling
- Test to become a certified Key Account Manager (efkam)

→ Key Account Plan / Strategy is finalized



6

Key Account Plan presentation

- Presentation of the Account Plan / Strategy to management

→ Account strategy is approved by management
 → Management is committed to the account strategy

Key Account Management Bootcamp

Key Account Management online course



- Key Account Management
- The Key Account Manager
- The Key Account Plan
- BONUS 1: Strategic Annual Meeting
- BONUS 2: Tender management

- 49 videos full of up-to-date tools
- Practical tips and examples
- Many checklists and concrete implementation tasks

<https://key-account-management-academy.oneclickbusiness.com/key-account-management-online-training-salespage>

HARTMUT SIECK consulting

www.sieck-consulting.de

