



Key Account Manager (KAM): The Fundamentals

Target Audience

- KAM

You Will Learn

Stakes of the training and pedagogical approach:

- Proactively steer key account customers
- Building a development strategy for Key Accounts:
 - Building a commercial policy as part of the marketing policy and economic objectives of the subsidiary
 - Decode objectives and constraints of your customers
 - Prioritizing Key Accounts
 - Demonstrate the added value of the proposal
- Negotiate effectively
- Adapt the communication to each Key Account



Develop a "Key Account" Strategy:

- Define the Key Account Management
 - Define the action of the Key Account Manager
 - Role - Missions - goals – tools
 - Performance indicators
 - Structuring your Key Account approach:
 - Understanding the challenges of the profitability of your Key Accounts
 - The great management ratios.
 - Differentiate and prioritize your Key Accounts
- Building the Key Account Plan
 - The File "Key Account Management"
 - The Action Plan



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You Will Learn (cont.)

Preparing negotiation and contractualize

- Take ownership the specifics of the negotiation with a key account :
 - How does the buyer prepare his negotiation ?
 - How do I prepare my negotiation with the buyer ?
- Arguing value creation :
 - Creating value
 - Communicating the brand
- Formalizing and contractualizing :
 - The value of putting into writing agreements that bind us to the Key Accounts
 - Terms and conditions and cooperation agreements
 - How to build business conditions: the levers

Optimizing one's behavior in negotiations

- Knowing and decoding the buyer's tactics
 - The roadmap of the buyer
 - Theatrical tactics used by the buyer
- Optimizing one's behavior in the meeting
 - Optimizing one's behavioral approach in appointments
 - Knowing how to question, rephrase, empathize
 - How to manage an aggressive meeting ?
- Adapting to the profile of the buyer
 - The four types of buyers-profiles
 - Predicting their responses, knowing how to respond according to the profile

Training Methodology

- 3 working days with:
 - Day 1 – Develop a "Key Account" Strategy
 - Day 2 – Preparing negotiation and contractualize
 - Day 3 – Optimizing one's behavior in negotiations
- Each day of instruction will have theoretical sequences and practical simulation workshops.