

KEY ACCOUNT MANAGEMENT in ACTION (Module 1)

M2M LEARNING OBJECTIVE

WHO SHOULD ATTEND?

Key Account Professionals Selling Corporate Products/Services, Industrial, Consumer, Maintenance, Shipping, HoReCa, Logistics and People required to Develop Strategic Accounts

M2M Skill ONE

Develop a Key Account Business Proposal – Win Top Management and Customer Support!

M2M Skill TWO

NEVER Say NO – Six Steps in Handling Difficult New KA Decision Influencers!

M2M Skill THREE

Develop a KA Customer Profile and Decision Influencer Worksheet

M2M Skill FOUR

Structure KA Presentation Flow – Win KDI Attention, Interest and Commitment!

M2M Skill FIVE

Creative KA Problem Solving – Ideas, Optimism, Facts, Concerns, Emotions and Decisions

M2M Skill SIX

Develop KA Negotiation Worksheet – Present 'BEST' Deal for KA Growth and Profitability!

M2M Skill SEVEN

Relationship Strategies that Works – Focus on Right KDI and Invest Time and Effort!

FOCUSED ON RESULTS

Amazon is guided by Four Principles: Customer Obsession rather than Competitor Focus, Passion for Invention, Commitment to Operational Excellence and Long-Term Thinking. (source: the amazon blog [dayone](#))

As a company grows, it becomes easy to rely on the PROCESS, rather than the RESULTS! When that happens, companies stop looking at outcomes and only consider whether they followed the process correctly, not whether the desired outcome was achieved.

Similarly, a True Key Account Professional is one who Focus on Results and Avoid Blaming the Product, the Company or Lack of Promotion Support. A Sales Achiever can become a Sales Person in 'Stasis State' – Unchangeable, Unadaptable and Stagnate. They will Decline in Extreme Slow Motion and become Comfortable with their Success and then followed by Irrelevance and Painful Career Decline!

Thus, Focus on Results is a Very Powerful Philosophy for KEY ACCOUNT SUCCESS, we need Develop and Retain Key Accounts to Achieve Sales Targets!



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KEY ACCOUNT MANAGEMENT in ACTION (Module 1)

A Customer Obsession – Change from Selling to Account Management – High Revenue and Profits

PART A KEY ACCOUNT MANAGEMENT – HIGH GROWTH OPPORTUNITIES

1. **A Customer Obsession** – Change from Sales to Key Account Management for High Sales/Profits!
2. **Key Account Management** – New/Existing Opportunities, Confidence/Trust and Future Growth!

PART B 'NEW' and EXISTING KEY ACCOUNT OPPORTUNITIES

1. **EXISTING KEY ACCOUNT – INCREASE BUSINESS GROWTH**
 - A. **Top Three Customers DEPTH SELLING** – Increase Revenue by 10% on your Key Customers!
 - B. **Propose and Present Key Customers** – What Can We Do to get More Business from You!
 - C. **M2M Skill ONE** – Develop a Key Account Business Proposal – Win Top Management and Customer Support!
2. **'NEW' KEY ACCOUNT – INCREASE MARKET SHARE**
 - A. **'Everyone Wants to Buy'** – Future Business, Best Value, Trust and Confidence, Relationship!
 - B. **Winning Decision Influencer Over** – Be Agreeable and Compliment, Compliment and Compliment!
 - C. **M2M Skill TWO** – NEVER Say NO – Six Steps in Handling Difficult New KA Decision Influencers!
3. **KEY ACCOUNT DECISION MAKING and INFLUENCERS**
 - A. **Identify Critical Decision Makers** – Initiator, Initiator, Influencer, Decision Maker, Buyer and User
 - B. **Win KA 'Power Broker' Support** – Focus on Profit Contributors, Seniority, Trusted Lieutenant, etc.
 - C. **M2M Skill THREE** – Develop a KA Customer Profile and Decision Influencer Worksheet

PART C KEY ACCOUNT 'FIRST IMPRESSION' IMPACT

4. **HIGH IMPACT' KA PRESENTATION – FOCUS CORE ISSUE!**
 - A. **Speak KDI 'Language'** – Focus on Correct Issue, Service/Technical Support and Value Creation!
 - B. **Resolve KA Major Concerns** – Present High Value Solutions to Key Account (Go the EXTRA Mile)
 - C. **M2M Skill FOUR** – Structure KA Presentation Flow – Win KDI Attention, Interest and Commitment!
5. **KEY ACCOUNT 'SPECIAL DEAL' PROPOSAL**
 - A. **Key Account 'Special Deal'** – 100% Inventory, Short Lead Time, Unique Service, Special Team, etc.
 - B. **Present 'Special Deal' Proposal** – Secure Top Management Support and Key Account Commitment!
 - C. **M2M Skill FIVE** – Creative KA Problem Solving – Ideas, Optimism, Facts, Concerns, Emotions and Decisions
6. **KEY ACCOUNT NEGOTIATION STRATEGIES**
 - A. **KA Negotiation Fact-Finding** – Customise Criteria, Min/Max Position and Major/Minor Goals!
 - B. **Set 'Value-Added' Customer Goals** – Identify Customer Position, Bargaining Power and Negotiation Gaps
 - C. **M2M Skill SIX** – Develop **KA Negotiation Worksheet** – Present 'BEST' Deal for KA Growth and Profitability!

PART D KEY ACCOUNT STRATEGIC RELATIONSHIP

7. **KEY ACCOUNT FUTURE GROWTH and PROFITS**
 - A. **Identify KA Strategic Opportunities** – Conduct KA Analysis (What, Why, When, How and Where)
 - B. **Extend KA 'Eco-System' Support** – Product, Technical, Manpower, Inventory, Systems, Services, etc.
 - C. **M2M Skill SEVEN** – Relationship Strategies that Works – Focus on Right KDI and Invest Time and Effort!