

KEY ACCOUNT STRATEGIES in ACTION (Module 2)

M2M LEARNING OBJECTIVE

WHO SHOULD ATTEND?

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

STRATEGY 1

DEPTH SELLING/SELL MORE

STRATEGY 2

NEW/VALUE-ADDED SERVICE

STRATEGY 3

OFFENSIVE/CHALLENGE COMPETITORS

STRATEGY 4

PRODUCT/SERVICE INNOVATION

STRATEGY 5

NEW TARGET MARKET/SEGMENT

STRATEGY 6

'BIG FISH IN SMALL MARKET'

STRATEGY 7

SPECIAL/HIGH VALUE SERVICES

STRATEGY 8

PRIVILEGED CUSTOMER STATUS

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 KA PLANNING SUCCESS, we need Implement Strategic Initiatives and Develop Competitive Advantage!



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KEY ACCOUNT STRATEGIES in ACTION (Module 2)

A Customer Obsession – Develop Key Account ‘Eco-System’ for Strategic Reliance and Loyalty

PART A KEY ACCOUNT STRATEGIES – STRATEGIC FOCUS

1. **A Customer Obsession** – Planning Key Account Expansion by Location, Market Segments and Product Range!
2. **Key Account Planning** – New/Existing Opportunities, KA Strategies and Strategic Relationship!

PART B NEW/EXISTING KA STRATEGIC OPPORTUNITIES

1. **EXISTING KEY ACCOUNT SALES/PROFIT PLANNING**
 - A. **KA Growth Opportunities** – New Market Niche, Product Introduction and New Business Location
 - B. **Propose and Present Key Customers** – Focus on Revenue/Profit Growth and Competitive KA Position
 - C. **M2M Skill ONE** – Develop a Key Account Growth Proposal – Win KA Interest and Commitment!
2. **‘NEW’ KEY ACCOUNT BUSINESS PLANNING**
 - A. **New KA Development** – Competitor Failure, Brand Positioning and Strategic Alignment!
 - B. **Creative Product/Service Package** – Do what your Competitor Never Do or Find Difficult to Do!
 - C. **M2M Skill TWO** – WIN New KA – Develop and Present a Creative Total Solution (Product/Service) Proposal

PART C KEY ACCOUNT CORPORATE STRATEGIES

3. **KEY ACCOUNT BUSINESS DEVELOPMENT**
 - Strategy 1 – Depth Selling/Sell More**
 - ▶ Consumption Discount
 - ▶ High Value Discount
 - ▶ New Delivery Service
 - ▶ New Servicing Contract
 - ▶ ‘Loyalty’ Promotions
 - Strategy 2 – New Value-Added Service**
 - ▶ Maintenance Contracts
 - ▶ New Delivery Service
 - ▶ ‘Outsource’ Service
 - ▶ Consultancy Contracts
 - ▶ Warranty Contracts
4. **WINNING ‘NEW’ KEY ACCOUNTS**
 - Strategy 3 – Offensive/Challenge Competitors**
 - ▶ ‘Deep’ Discounts
 - ▶ Consignment ‘Sales’
 - ▶ Long Term Cost Savings
 - ▶ Intensive Promotions
 - ▶ ‘Push’ Incentive
 - Strategy 4 – Product/Service Innovation**
 - ▶ New Segments
 - ▶ Modified Features
 - ▶ ‘Alternative’ Solution
 - ▶ Modified Services
 - ▶ Lower Costs/Price
5. **‘NEW’ MARKET NICHEs**
 - Strategy 5 – New Target Market/Segment**
 - ▶ New Design
 - ▶ New Features
 - ▶ New Brand
 - ▶ ‘Free’ Service
 - ▶ Consignment ‘Sales’
 - Strategy 6 – ‘Big Fish in Small Market’**
 - ▶ Small Market
 - ▶ High Profits
 - ▶ Low Competition
 - ▶ High Service Level
 - ▶ Customer Relationship
6. **KEY ACCOUNT ‘SPECIAL’ CUSTOMER STATUS**
 - Strategy 7 – Special/High Value Services**
 - ▶ Technical Expertise
 - ▶ R&D Expertise
 - ▶ Quality Service
 - ▶ Consultancy Service
 - ▶ Inventory Flexibility
 - Strategy 8 – Privileged Customer Status**
 - ▶ Delivery on Request
 - ▶ Software Access
 - ▶ Capex Support
 - ▶ Staff Placement
 - ▶ Joint Investment

PART D KEY ACCOUNT PLANNING

7. **KEY ACCOUNT ANNUAL PLAN 2021**
 - A. **Key Account Objectives** – New Accounts, Revenue, Profits, Product List, Market Location, etc.
 - B. **KA Corporate and Competitive Strategies** – Secure Top Management Commitment!
 - C. **M2M Skill THREE** – Key Account Manager Implementation of Key Account Annual Plan 2021