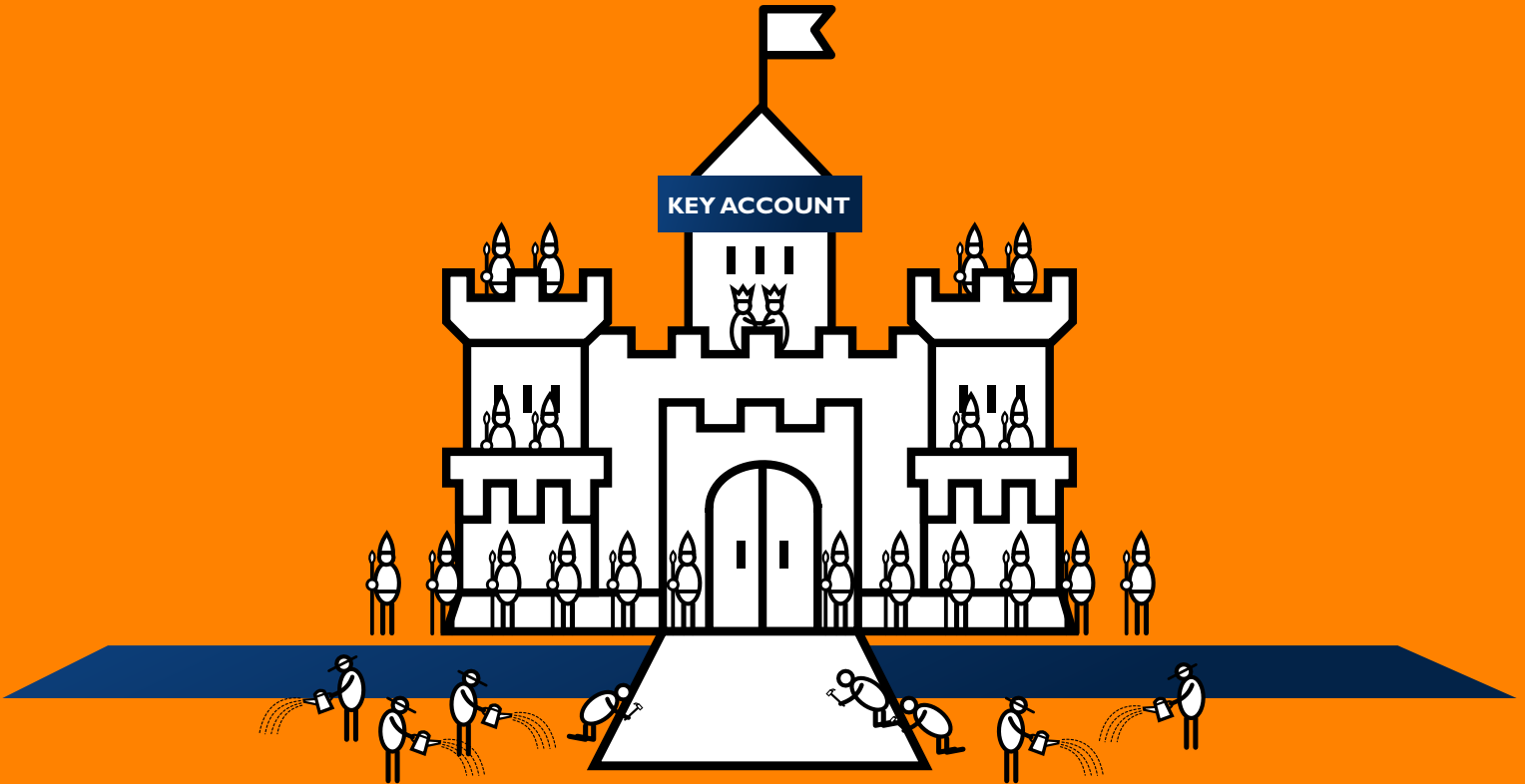


# KEY ACCOUNT MANAGEMENT

Start doing things that are going to make our valuable customers even more successful in their business.



**Key account management (KAM)** is one of the most important cultural changes in the sales approach that has evolved in the business landscape over the years. KAM is a unique organisational process used by business-to-business suppliers to manage their relationships with strategically-important customers. It produces measurable business benefits for both the organisations. KAM initiative has to be customised to your business to be able to make it simple, effective and Implementable.

- Beyond “selling big,” key account management requires Vision,
- organisational and operational
- commitment to do it properly. Our key
- relationships can deliver outstanding
- results, but only with a robust and
- structured relationship management
- process. Enabling a simple and powerful
- Key account Management Framework
- relevant to our business is the key.
- Achieving success in key account
- management has become more complex
- and more significant in ensuring growth
- excellence in the world that is full of
- options. Key account Management
- requires building up a sustainable sales
- culture having elements of Trust, Care and
- Credibility embedded into the practice .

## KAM - Building Actions

- Knowing the difference between key accounts, major accounts and accounts
- Identify and assess your key accounts correctly
- Developing key account objectives that are SMART
- Understanding the hygiene factors and growth drivers for a key account practise to be successful
- Choose carefully the Business Strategy for Key accounts
- Designing and Implementing well rounded plan for your company's key accounts - YOY
- Measuring the accrued benefits provided by us for our key accounts
- Measuring the accrued benefits provided by key accounts to our business

## KAM - Building Culture

- Recognize that KAM is an organisational initiative, not just a sales technique
- Set honest intentions to be of value to the buyers
- Getting a high level buy in from the Top Management to commit resources
- Appoint a KAM champion.
- Appoint and train your key account managers.
- Build Cross functional Support
- Set the right metrics and Review them periodically - what gets measured gets managed
- Benchmark and Build Further



### About the Facilitator

Dinkar has enabled to establish KAM ( Key Account Management ) Culture for several organisations. He has done senior management assessments and selections for top notch organisations. He has been involved in many international and domestic people enablement initiatives. Dinkar has been involved in various strategically crucial initiatives for the longterm Sales Organisation development. He has coached more than 200 companies. He is also the founder of Groval Euler's and Kabir Learning foundation. Dinkar has personally handled many critical assessment centres for different layers of management from large and small businesses.

dinkar@groval-eulers.com | mobile: 9663742007

www.grovaleulers.com | www.kabirlearning.in | www.grovalselectia.com

dinkar@groval-selectia.com