Benefits

Key Account Action Planning provides your sales team with practical and effective strategies to ensure that key account relationships are nurtured into highly valued partnerships.

Key Account Action Planning

Developing a strategic relationship with a client is a deliberate act. It is what gives your account team the edge in growing and maintaining their key accounts. The critical success factor in Key Account Planning is not in the format of the plan; it is in the understanding and execution of the ideas that drive an effective competitive vision for meeting the clients' business objectives. In other words, it's not what we know, it is what we do!

In today's environment most sales people operate in a "react" mode. Key Account Action Planning changes that behavior and positions the account teams to proactively identify new opportunities within their accounts.

Key Account Action Planning provides your sales team with practical and effective strategies to ensure that key account relationships are nurtured into highly valued partnerships. A strong focus will be placed on strategic planning and the skills needed to develop a strong relationship, achieve mutual business initiatives and protect key accounts from competitor attack. Your sales team will leave this course with a plan that will allow them to achieve all of the above.

The K&R Key Account Action Plan Training Course is designed to cover the following key areas:

- Evaluate the fundamental attributes of a key account
- Assign a tangible value to any account
- Define roles and responsibilities of key account managers
- Conduct and evaluate a client business environmental analysis
- Assess client organizational culture and its fit with your organization
- Research clients financial performance and future business objectives
- Create a client SWOT analysis
- Develop a Competitor Matrix
- Perform Pareto Analysis (80/20 rule) of accounts
- Create a relationship matrix and ensure all team members are aware of their roles and responsibilities.
- Establish a buying needs matrix based on the clients strategic initiatives
- Learn motivational theory and its relevance to maintaining good client relationships
- Understand buyer motivation and how you can influence it
- Learn how to effectively network the account
- Maintain team focus while meeting account objectives
- Understand influence and authority's impact on account activity
- Build barriers to competitive attack
- Understand the importance of product development within a key account
- Build a robust and implementable Key Account Action Plan

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What is it that our clients are looking for? Here are a few areas of interest gathered from our clients which will give you some insight as to what they require:

1. Make an impact on our business; don't just be visible
2. Spend more time helping us think and helping us develop strategies
3. Place some of your people here for a couple of months so they (and you) can truly "know" us
4. Schedule some off-site meetings together
5. Join us for brainstorming sessions about our business
6. Provide more benchmarking studies comparing us to our competitors
7. Do more things "on spec" (i.e., invest your time on preliminary work in new areas)
8. Jump on any new pieces of information we have, so you can stay up-to-date on what's going on in our business. Use our data to give us an extra level of analysis.
9. Make an extra effort to understand how our business works: sit in on our meetings
10. Tell me why our competitors are doing what they're doing
11. Discuss with us other things we should be doing - we welcome any and all ideas!

Course Objectives:

- Complete a successful transition into the key account manager's role.
- Construct and implement clear strategic plans to consolidate your key account relationships and gain valuable new and repeat business.
- Recognize and deal effectively with competitor threats.
- Use effective skills to persuade and motivate the key buyers, influencers, and decision makers.
- Select the most appropriate approach to secure increased and profitable business from your key accounts.
- Develop strong personal links with all the key individuals in your major accounts and turn relationships into long-term partnerships.
- Respect, reassure, and motivate the key personnel charged with servicing and supporting your major accounts.

Key accounts are the life blood of your business – and effective key account management is essential to creating and maintaining a successful organization. This K&R session will enable your account teams to more effectively manage and grow revenues within both organizations – yours and most importantly – your clients.

About K&R Negotiation

K&R Negotiation Associates, LLC, is a consulting firm specializing in structuring and negotiating business transactions around the world. The company is comprised of professional negotiators, sales executives, and business attorneys. K&R professionals average over 20 years of professional negotiation experience and apply a results-driven methodology to change negotiation behaviors and improve negotiating success. K&R's clients include Global Fortune 100 to medium sized companies such as IBM, EMC and Xerox, Bristol Technology (now part of HP), Priceline, SEI and others.

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