

Key Account Management

Strategic Management of Key Customers

Targets:

The course provides the most effective levers to develop the key customers, essential for the growth or survival of their company.

Beneficiaries: Sales reps, Key Account Manager, Sales engineers

Program:

- The role of the Key Account Manager in the current competitive scenario
- The skills of the Key Account Manager
- Identification and classification of strategic customers
- The Purchasing Matrix
- Evaluation criteria and measurement of suppliers by key customers
- Analysis of the purchasing potential
- Penetration of our products and those of the competitors
- The Complex Sales and Decision makers and Influencer's Group
- Diversifying the approach in relation to the different interlocutors
- The Sales Chessboard
- Brickwalling: measuring the elements of stability and development with the strategic customers
- The Key Account Plan

During the seminar, participants will take part in individual and group exercises and simulations on the real and current market situation.