

# Course Outline

## Workshop on Key Accounts Management

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## Session 1

- Overview of key account management (KAM)
  - What is a key account in financial services?
  - Comparison of characteristics of transactional and relational Focus.
  - Competitive advantage through managing the future
  - Purpose of KAM
  - What is key account mapping? – Criteria
- Process of KAM
  - Account Objectives
  - Key Account classification criteria.
  - Account screening criteria
  - Analysing
- The Customer's Perspective
  - Evaluation of the Customer from Prospect to Partner
  - The buying process in financial services
  - Supplier positioning – becoming a key supplier
  - Measuring value
  - Measuring trust
- Identifying Key Accounts
- Planning a Key Account Strategy
- Meeting The Customer's Needs
- Steps to determine KAM portfolio
- Factors to determine account attractiveness
- Financial Ratios
- KAM Portfolio
  - KAM Portfolio Matrix
  - Hierarchy of key relationships
- Qualities and skills of a key account manager
- Cost savings available with trusted trading partners
- Risks & risk reduction mechanism
- Power
  - Sources of Buyer's power
  - Sources of Seller's power
- Implementation of KAM
- Benefits to Key accounts
- Managerial skills
  - Teamwork to Support Key Accounts
- Challenges
- Key Success factors in Relationship Effectiveness
- Organising for implementation of KAM programme
- Keeping On Track