



Mutual Profit From Key Accounts

Our Key Account Management (KAM) process is not just a typical selling and negotiating skills package. Whilst the development of skills may be useful or even priority, to be truly effective the KAM process goes much deeper. Through our proven methodology KAM moves from the boardroom, through the training room into the field. Therefore the process must start at the top of the organisation with main board buy in and support.

The process examines in great depth the five integral parts of KAM (the 5 P's)

Purpose – to improve profitability (yours and your client) by working together as business partners to add value not costs

Principles of KAM

Policy – clarity, unity and focus on the objectives for the future

Process – intelligence, objectives and tactics

People – their knowledge, skills and attitudes for the KAM role.

The total aim is to assist customer relationship management to deliver sustainable competitive advantage. The focus is to help our clients stand out from their competition rather than stand up to them!

We can begin the process by running a “health check” programme that covers key questions such as:

- What is your definition of a key account?
- What process is used to audit perceptions of how well key accounts are managed?
- How are people playing the team game on KAM rather than the protective individual one?
- How well do you use an intelligence, objectives and tactics approach to KAM?

The programme focuses on what actually needs to be done within the framework of KAM in your business. It shows exactly where people are today and where they need to focus their energies and efforts in an objective way.

This process is backed by KAMplan – cloud based software that shows exactly what is happening in a key account, what actions are taking place, by who and when, and is accessible at any given time!



The Company

Leadership Resources – a progressive management development consultancy on a mission to help businesses achieve their goals

The Solutions

- Leadership Development
- Team Development
- Customer Service Development
- Key Account Management

The Results

- Motivated Teams
- Focussed Leaders
- Effective Operations
- Profitable Clients

This is much more focussed and productive than a traditional CRM system. It shows key INTELLIGENCE, account OBJECTIVES, and TACTICAL PLANS in great detail that allows you to stay one step ahead of your competitors. After all, where else is this vital information stored.....apart from in your Key Account Manager's head of course!

A clear KAM strategy today will be vital for your company in the next five years. We help clients win the key business they want, then keep it, by developing and transferring the tools, techniques and tactics for effective Key Account Management. A key feature of the KAM process are regular follow up coaching sessions to ensure complete implementation of the systems introduced.

We help companies achieve leadership in their market sector through a highly differentiated approach to partnerships and effective Key Relationship Management by improving the profitability and performance of their key accounts and key prospects.