

Key Account Management

"A good overview"



Benefits

- Improve profitability
- Build closer relationships with key customers
- Exclude competitors from your customers
- Identify customers suitable for a KAM approach
- Devise tactics to develop Key Accounts
- Develop processes for releasing value from the supply chain

Course Leader: Chris Ashworth

With 30 years sales and marketing experience gained in the construction industry Chris is a leading authority on construction industry marketing and sales, regularly speaking at seminars and writing for journals. His market research activities mean that he is fully informed about latest market trends. Chris is an Associate Lecturer in Marketing at Oxford Brookes University and a member of the CIMCIG organising committee.

As pressures on profitability increase companies need to develop new and imaginative methods of retaining customers. Key account identification and management is a process which does this, while using internal resources effectively.

Key account management is not a quick fix but an ongoing evolution which the company must adopt and practice. It requires a detailed understanding of the customer's business processes so that opportunities to add value can be identified.

Achieving this takes significant organisational resource and it is thus important to restrict the approach to customers that are receptive to the concept and present long term growth opportunities.

The concept must first be sold internally, it is then necessary to win the commitment of the communicate the customers you wish to become Key Accounts. This is an opportunity to present the organisation in a new light and identify new opportunities to work profitably with customers.

Who should attend?

The course is suitable for all of those concerned with the development of the company's customer; Sales Executives responsible for key accounts, Sales Managers, Marketing Managers and General Managers.

Course Programme

The Customer Relationship

- Phases of the customer relationship
- The customer's perspective
- Understanding customer needs

Principals of KAM

- Customer plan
- The Key Account team

Implementation

- Selecting key accounts
- Relationship building
- Setting service levels

Releasing Value

- Lean construction
- Integrated supply chain
- Supply chain management
- Value creation process

Managing Key Accounts

- Planning
- Organisation
- Measuring profitability

6 Hours CPD



Open courses are organised in collaboration with The Building Centre and held at their conference facilities in London. Each delegate receives a CD containing all of the presentation slides and supporting reference documents.

The day begins with coffee and registration at 9.00am, the programme starts at 9.30am and concludes at 4.00pm.

Venue

Courses are held at The Building Centre, 26 Store Street, off Tottenham Court Road, WC1E 7BT. Nearest Underground stations are Tottenham Court Road and Goodge Street.

Course Dates

27th April 2010, 19th October 2010

CIMCIG member cost per delegate: £265.00 + VAT



Name: _____ Position: _____

Company: _____

Address: _____

Postcode: _____

Telephone: _____ Fax: _____

Email: _____

Special Requirements: _____

Course Title: **Key Account Management**

Course Date: _____

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 The Building Centre
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 WC1E 7BT

Fax to: 020 7580 9641
 Telephone: 020 7692 6211
 Email: info@cadvantage.co.uk

Once training places are booked it is not possible to refund a fee as a result of non-attendance.

We reserves the right to cancel a training course. In the event of this every effort will be made to run the course on an alternative date / location. Should it not be possible for a delegate to attend with these revised arrangements a full refund of the course fee will be made.