



EXECUTIVE EDUCATION > MARKETING & SALES



Designing your Key Account Management Plan

Increasing returns through effective management of key customers while ensuring efficient use of internal resources.



11 - 12 June 2019

ALSO AVAILABLE AS AN IN-HOUSE PROGRAMME


**Gordon Institute
of Business Science**
University of Pretoria

Developing an effective strategy to deal with key accounts and prioritising this function within all sales organisations has become even more critical in today's economic environment.


This programme will outline **best practices on how to successfully penetrate, co-create and extend your business with key customers to maintain profitable growth** and sustainability. This course will deal with developing customer-specific value propositions and will delve into developing an action plan for key account managers to engage with their customers.

Course info

 **FACULTY > Professor Deva Rangarajan** is a partner and an associate professor of marketing at the Vlerick Business School in Belgium. Furthermore, he is the director of the Vlerick Sales Centre where he works with students and business executives to help professionalise the sales industry. He runs the sales management and key account management programmes at Vlerick and has taught on more than 20 customised programmes for companies including Atlas Copco, ArcelorMittal, Philips, Siemens, Daikin, Schneider Electric, IVECO, Johnson and Johnson, BNP Paribas, Vesuvius, 3M etc.

 **FEE > R 19 600** (includes tuition, instruction material, lunches and refreshments and is VAT exempt).

 **DURATION > Two days**

 **DATES > 11 – 12 June 2019**

Key focus areas

- > Designing and fine-tuning your go-to market strategy;
- > Conducting a needs analysis to better serve the customer;
- > Understanding the decision-making unit and the different roles they play;
- > Conducting a customer pain-point analysis;
- > Designing strategic account plans; and how to engage with key customers; and
- > A mixture of case studies, role-plays and practical exercises will be used to ensure that you are able to fully understand the content, and apply your learnings back in the workplace.

Who should attend?

- If you fulfil any of the following three roles, this programme is relevant to you:
- > You are actively employed as an account manager in B2B or B2C;
 - > You would like to grow towards the role of key account manager; and
 - > You are a sales manager who has to manage key accounts and/or other key account managers.

How you will benefit:

At the end of the programme, you will be able to:

- > Understand the current trends in procurement and sales;
- > Understand the diverse needs of the customer's decision-making units;
- > Develop winning, customer-centric value propositions;
- > Have a clear view on your customer portfolio and business;
- > Identify criteria to select key accounts;
- > Develop and implement customer engagement initiatives with your key accounts; and
- > Learn how to develop a strategic account plan with your customers.

Why improve the management of your key accounts?

- > Identifying key customers is critical for sales organisations to ensure that they allocate appropriate resources to meet the needs of these customers. Successfully meeting the requirements of key customers is likely to result in increased revenues, increased customer's share of wallet, increased engagement with customers resulting in the development of innovative products and processes, and overall reduction in acquisition costs;
- > Better understanding how the needs of the customer's decision-making unit is linked to targeted, unique value propositions that will help you better engage with your customers; and
- > Key account management is about building a relationship over a period of time, therefore developing an account plan, together with the customer, will help both the customer and key account manager to plan better for the future.

 For enquiries call **+27 (0)11 771 4302** or email **hlapolosat@gibs.co.za**

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site Illovo Hotel.