

Course : Key Account Manager: building winning strategies

Practical course - 2d - 14h00 - Ref. ACM

Price : 1280 € E.T.

★★★★☆ 4,5 / 5

BEST

The KAM manages a strategic activity for a very small number of key account customers. He or she federates and coordinates the actions taken by the other parties involved (pre-sales, experts, sales) with these customers. This training course provides you with the keys to meeting the challenges of the Key Account Manager's job.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the specific role of the KAM
- ✓ Organizing your business
- ✓ Choosing your action points
- ✓ Implementing a strategic approach
- ✓ Develop your influence internally and with customers
- ✓ Motivating and managing your team

Intended audience

KAM new recruits, BU managers, sales managers, company directors.

Prerequisites

Experience in strategic sales to key accounts. Knowledge equivalent to training ref.GCO

Practical details

Hands-on work

Workshops, tool application, group reflection.

Teaching methods

Analysis of each participant's situation and issues, individual and group reflection, implementation of tools (matrices, SWOT, Business Plan).

PARTICIPANTS

KAM new recruits, BU managers, sales managers, company directors.

PREREQUISITES

Experience in strategic sales to key accounts. Knowledge equivalent to training ref.GCO

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

Course schedule

1 Function and role of the KAM

- The KAM function.
- His role vis-à-vis the customer and his company.
- The strategic dimension.
- The managerial dimension.

Group discussion

Exchange of experience on the role of KAM and the vision of the function.

2 Focus 1: organizing your business

- Identify accounts to work on first.
- Establish your potential criteria.
- Define its probability factors.
- Know your triggers.
- Analyze your portfolio with the ABC cross matrix.

Hands-on work

Identify potential criteria and probability factors. Draw up an ABC cross-matrix of your customer portfolio. Identify priority accounts and entities.

3 Focus 2: Implement an account penetration strategy

- Use the SWOT matrix to situate yourself.
- Identify entry points and the resulting action plan.
- "Flow Business" versus "Projects".
- Define the missions of the various parties involved (sales, experts, pre-sales, etc.).
- Set SMART objectives.
- Identify value-creating elements.
- Bringing projects together to expand deals.

Hands-on work

Draw up a SWOT matrix and identify the value-creating elements specific to your business activity and products/solutions.

4 3: managing and motivating

- Develop your influence on the account and within your company.
- Enhancing leadership.
- Know which sources of influence to use.
- Create a team spirit around the project to reinforce buy-in.
- Adopt a personalized management style.
- Avoid conflicts of interest for sales staff.
- Identify sources of employee motivation.

Hands-on work

Self-diagnosis of your power to influence. Understand the importance of leadership and the power of the group. Implement actions to motivate teams coordinated by the KAM.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 15 June, 28 Sep., 26 Nov.

PARIS LA DÉFENSE

2026 : 15 June, 28 Sep., 26 Nov.