

Global business, increased competition,  
reduced growth, B2B social media ...

... Key & Global Account Management  
cannot be the same



**KAM/GAM Reloaded™:** A modern approach for organisational  
dynamic and accelerated growth

### Strengthen and further develop your company

For most businesses, especially when they already operate across several countries, winning and developing international accounts is a major growth opportunity. A better management of local and international accounts bring multiple benefits:

- **It supports the execution of the strategy**
- It strengthens each local entity while fostering the international development
- It enriches the company's skills portfolio
- It makes the company more attractive to talents
- **It generates profitable growth and a higher resilience to crisis**

### How we approach Key & Global Account Management

- Our **KAM/GAM Reloaded™** methodology is global, flexible, adaptable
- It takes organisational and human factors into account
- **It has proven its efficiency** across various companies

### Our flexible KAM/GAM service offering

- Inspirational workshop for the Leadership Team
- Collaborative Customer base audit and Customer segmentation
- Audit of existing Account & Customer Relationship Management practice
- Co-development of a Key / Global Accounts strategy
- Design or enhancement and implementation of a KAM/GAM programme
- Development of collective and individual hard and soft skills
- Development of synergies between Sales, Marketing and Delivery
- Training, coaching, mentoring
- Change Management
- *Voice of the Customer* – Methods and programmes to better manage the customer relationship

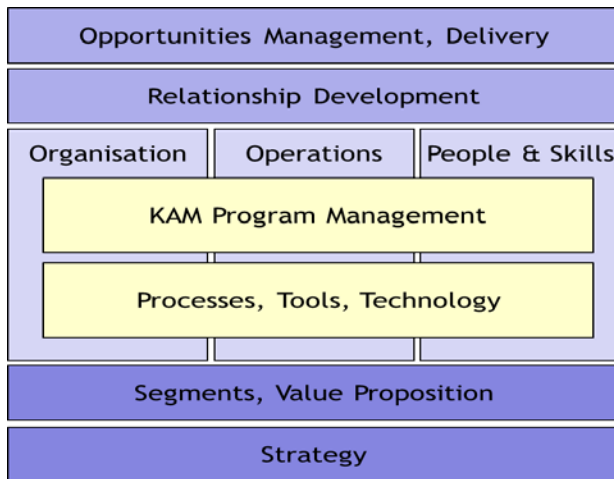
### Our key differentiators

- **Team made exclusively of experienced senior managers/consultants**
- Holistic and systemic approach rooted in a rich experience
- Modularity, flexibility and power of the collaborative methodology
- Combined focus on human factors and adequate processes
- Consulting, training & coaching in English, French and German  
(*other languages are possible depending on specific projects*)

## KAM/GAM Reloaded™: Account Management for the 21st Century

### A holistic, systemic and pragmatic methodology

Our *KAM reloaded™* methodology and tools go much deeper than a pure sales process while allowing for an incremental investment process. They help align the organisation, foster collaboration, manage Change and develop a set of KAM practice that ensures team performance as well as client satisfaction and loyalty.



### Key components of the methodology

- Leadership Team sponsoring
- Overall Business & KA/GA strategy
- Organisational alignment
- Client portfolio segmentation
- Balance of local and global view
- Specific KAM/GAM processes and tools
- Client intelligence, specific Value Proposition
- Account networking and development plans
- Team dynamic & collaboration
- Intercultural skills development
- Training, Coaching & Mentoring
- Change Management
- KAM/GAM management system & controlling
- Listening to the Customer

### A KAM/GAM programme that fits into your corporate strategy

The programme is designed (or adapted) to serve the overall strategy and to leverage other key initiatives. The criteria to define Key and Global accounts are transparent and understandable by everyone. A high emphasis is put on defining a clear Value Proposition for each Key/Global Account in line with the strategy.

### Account Development Plans to build influence

Designed after the specifics of your business, the Account Plans help build a true intelligence about each Client. They are instrumental in building a web of strong and sustainable relationships that establishes Value and generates revenue and profit.

### Leverage of human and intercultural factors

Taking into account collective and individual human factors, creating organisational alignment, and paying a lot of attention to Change Management helps create a better understanding. It also supports the development of crucial skills such as consultative selling, collaboration, networking and virtual team management. This increases the overall impact of the KAM/GAM programme and also contributes to creating new career paths and to retaining Talents.

### Contact

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Download more information on our services as well as KAM/GAM resources at [www.olivierriviere-consulting.com](http://www.olivierriviere-consulting.com)