

Key & Global Account Management: A list of our service “building blocks”,



A comprehensive and flexible service offering for building a world class Key/Global Account Management practice

This document is a complement to the “KAM/GAM Methodology” brochure and to the “KAM/GAM Reloaded” presentation. It provides a list of most of the “building blocks” that can be used to help a company design, roll-out or improve a Key or Global Account Programme.

PART 1: DESIGNING AND ROLLING OUT A NEW PROGRAM

This section describes typical building blocks that can be used when defining a KAM/GAM strategy and designing and rolling out a new KAM/GAM programme.

Understand the KAM/GAM opportunity and challenge

- Senior Management Workshop: Why and how to start a KAM/GAM initiative
- KAM Workshop for Sales & Marketing Directors/Managers

Preliminary audits

- Account Management practice audit
- Key/Global Account Management practice audit

Client portfolio segmentation

- Design of the Client Portfolio methodology and tools (*collaborative process*)
- Client Segmentation (*collaborative workshop at local, regional and global level*)

Program design (*mixture of consulting and collaborative workshops*)

- Design of the overall KAM program architecture
- Design of KAM/GAM operating processes
- Design of KAM tools (*assessment tool, Account Plans and associated tools*)
- Synergies between KAM/GAM and Marketing (*process definition*)
- Controlling and HR for KAM/GAM

KAM/GAM Induction Training, programme roll-out and Change Management

- KAM training for Sales, Marketing and Operations Directors/Managers
- KAM Training for Account Leads (*Key Account Managers*)
- KAM Training for Account team members
- KAM Training for Operations and/or support functions
- Support to the Program Head and Programme steering committee
- Change Management support
- Implementation of a “*Listening to the Customer*” Approach

KAM/GAM Skills enhancement workshops

- Analyzing the Relationship and building a Networking Plan
- Managing a portfolio of opportunities on a Key Account
- Exploring the Value Proposition (*1/ basic, 2/ advanced*)
- Managing a virtual team

PART 2: ENHANCING AN EXISTING KAM/GAM PROGRAMME

This section describes typical building blocks that can be used when analyzing and enhancing an existing KAM/GAM programme and starting a Prescriptive Selling initiative.

Audit of the existing program

- Portfolio & Results audit
- Client Portfolio and Key/Global Accounts audit
- KA/GA Teams audit
- Sales/Marketing synergies audit
- Trust & Collaboration audit

Customized KAM Training and collaborative workshops

(content depends on the results of audits)

- Customized KAM training & workshop for Account Leads and/or for team members
- Customized KAM/GAM training & workshop for support functions

Enhancing KAM/GAM skills (workshops)

- Assessment of a Key/Global Account
- Building an efficient Key/Global Account Plan
- Exploring the Value Proposition
- Building and implementing a Networking Plan

Enhancing enabling skills (sales related skills)

- Practicing the Art of Questioning (serious game)
- Improving the quality of answers to RFP and of proposals
- Basics of Sales Management
- Prescriptive Selling (basic and advanced)

Enhancing enabling skills (management and communication)

- Virtual Team Management training & coaching
- Intercultural skills development
- Collaborative Meeting Management Techniques
- Management Style Workshop
- Time Management workshop

Coaching and mentoring on the job

- Coaching and mentoring for KAM/GAM Program Heads
- Personalized on-the-job coaching for KAM/GAM Leads and team members
- Personalized coaching (focus on soft skills and general behavior) – By certified coaches

Developing influence-driven Marketing and Customer Orientation

- **Business ecosystem analysis:** audit and collaborative workshop
- **Prescriptive Selling:** program design and implementation
- **Customer Orientation:** Implementation of a “Listening to the Customer” approach.

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Do you know our 2-pages KAM/GAM Methodology brochure?

Download more information on our services as well as KAM/GAM resources at:
www.oliverriviere-consulting.com