

**Program Objectives:**

Key Account Planning workshops are designed to provide a 'living document' focused on delivering value to the customer as well as the organization.

This workshop focuses on a customer profile rather than one specific opportunity within the account



**Target Audience:**

The target audience for Key Account Planning workshops include the key stakeholders involved in the development and implementation of an account sales strategy (e.g. Key Account Manager, technical support resources, project managers, product managers, industry and subject matter experts, etc.)

**Key Account Planning Outcomes:**

- ✓ Develop a defined Customer Profile
- ✓ Identify and prioritise a portfolio of opportunities.
- ✓ Develop a Relationship Map of key stakeholders.
- ✓ Develop a resourcing and win plan.
- ✓ Design a management review process to be integrated in to existing sales review process.
- ✓ Build an account focused team.

**Workshop Approach:**

The Key Account Planning workshop involve disciplined methodology including:



The account team will be stepped through a structured process of developing a customer focused account plan. The process includes pre-designed templates and spreadsheets to capture the customer profile, strategic relationships, opportunity portfolio and resourcing and win plan.

**Workshop Prerequisites:**

Completion of account profile and account research. Account teams need to come to the workshop with the pre-work completed.

**Program Duration:**

One day.

**Location:**

The clinic may be run on or off site, as required.

**Price:**

Available on request