



How to Be a Successful Key Account Manager

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Customer-supplier partnerships Perceptions of a successful key account management program

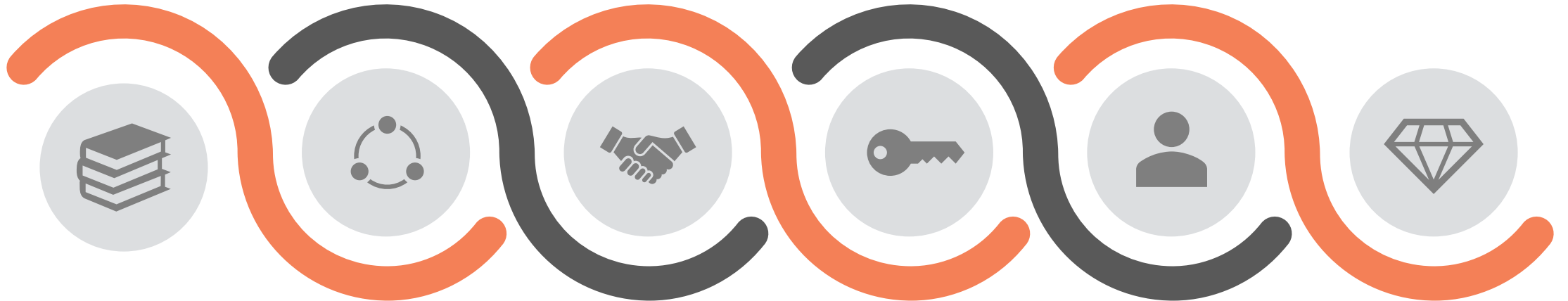
Presentation based on research by Russell Abratt and
Phillip Michael Kelly, published in *Industrial Marketing
Management* 31 (2002)

Factors for KAM Success

1. Knowledge & understanding of the customers business

3. Mutual commitment to the partnership

5. Suitability of the Account Manager



2. Proper implementation & understanding of the KAM program

4. Trust in the partnership

6. Delivering value

01

READ: [45 Best Questions to Ask Your Client to Get to Know Them](#)

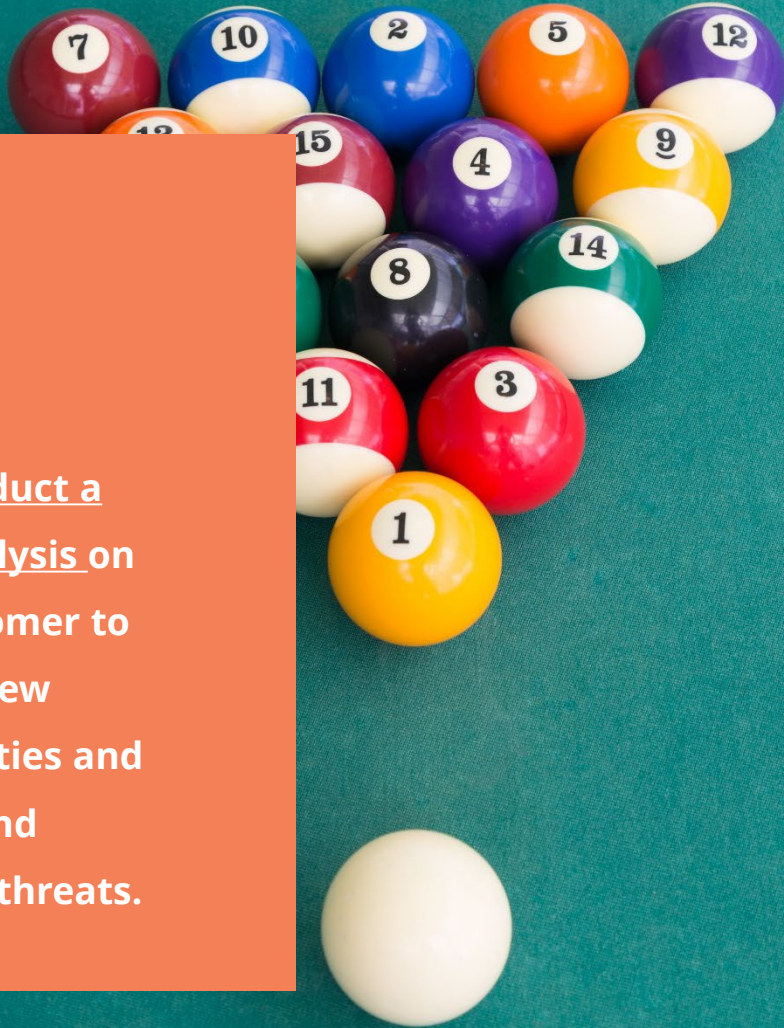


Identify problems and provide solutions

What challenges do your customers face and how can your solutions improve their margin, quality, revenue or competitive advantage?

02

IDEA: Conduct a SWOT Analysis on your customer to discover new opportunities and manage and eliminate threats.



Know your customer's competitors

How do competitors impact your customer's business? How do they differentiate their products and services?



03

IDEA: Use a project management tool like Trello to manage and track all your customer related activities.

Have a high level of integrity

Honesty and transparency are important factors to gain trust.

04

READ: The Best Time-Saving Hacks for Researching Your Client



Understand your customer's main concerns

What are your customers priorities now and in the future?

A row of yellow rubber ducks is shown against a light blue background. The ducks are arranged in a line, with the one in the foreground being the most prominent. They have orange beaks and blue eyes. An orange rectangular box is overlaid on the left side of the image, containing text and a large number '5'.

05

FREE COURSE: [The Importance of Interpersonal Skills](#)

Build strong interpersonal skills

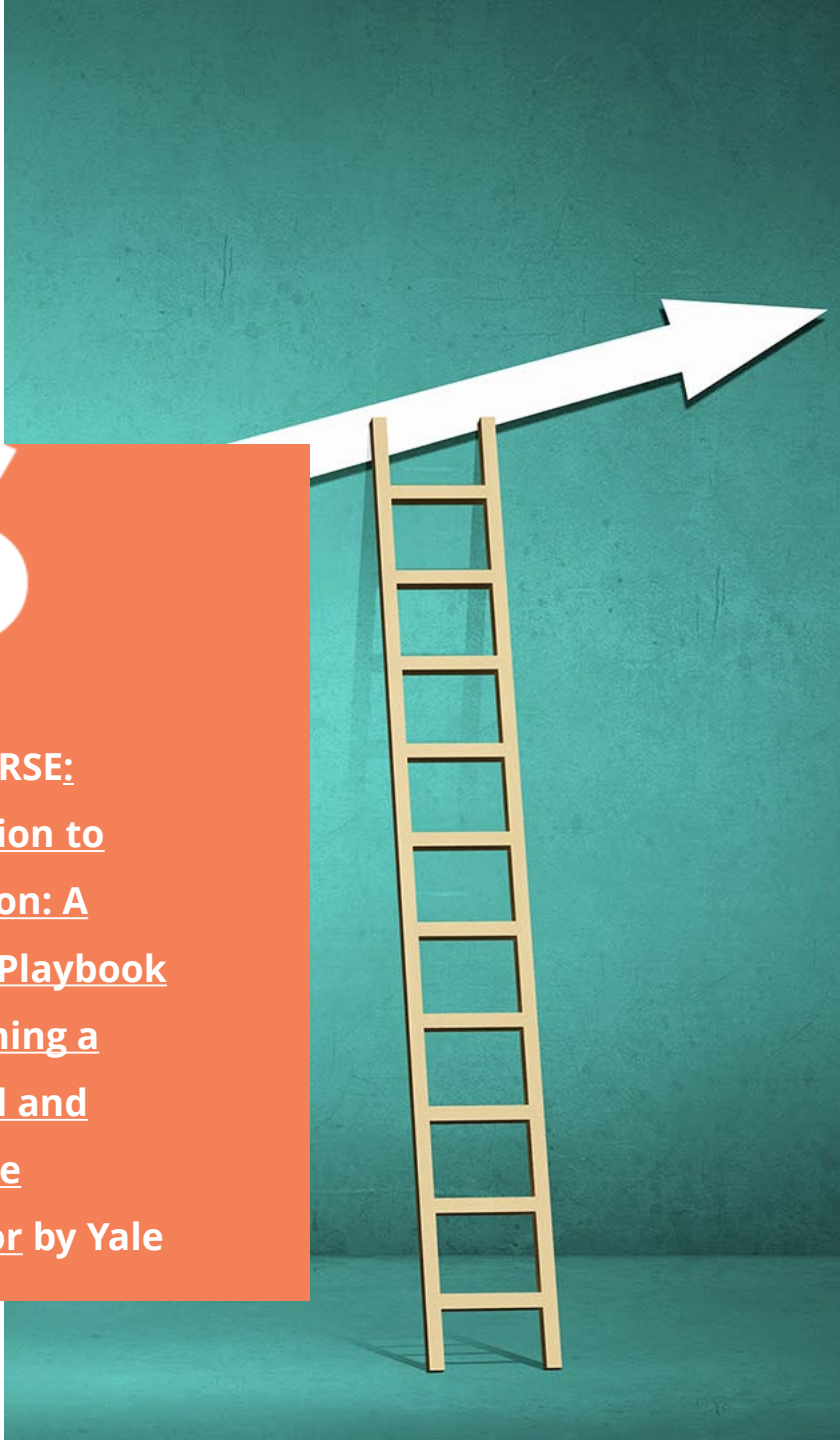
Recognise the importance of interpersonal skills and communication and use them to positively influence the customer relationship.

06

FREE COURSE:
[Introduction to Negotiation: A Strategic Playbook for Becoming a Principled and Persuasive Negotiator](#) by Yale

Be a skilled negotiator

Manage complex commercial discussions effectively and confidently.



A hand in a light blue sleeve points at a white tablet. The tablet is on a desk with a white calculator, a white alarm clock, and several financial documents and sticky notes. The documents include a 'NEWS' page and a 'FINANCIAL REPORT' with charts and graphs. The background is a light gray wall.

WATCH: How to Create the Ultimate One Page Key Account Plan

Anticipate future needs

Be well informed on emerging trends and plan ahead.



08

FREE COURSE:

**Business Networking
Skills For Maximum
Success!**

Develop close interpersonal relationships

Actively develop networks and earn
your customer's confidence.


A close-up photograph of a hand moving a wooden chess king piece on a reflective white board. The piece is being lifted from its original position. In the background, other chess pieces are visible but out of focus. The lighting is soft, creating a clear reflection of the piece on the board.

09

WATCH: How to Find
Inspiration for your
Strategic Account
Planning

Understand your customer's strategic direction

Be clear on your customers mission and values. What is their why and how do they plan to get there?




Ensure your customers know the added value you provide

Don't do invisible work. Document activities and quantify results by measuring a meaningful return on investment.

10

IDEA: Use this [Trello template](#) to develop a strategic account plan with your client



READ: Drive Revenue
by Finding the White
Space in Customer
Accounts

Offer cross sell and upsell services

Recommend additional products and services and link them to relevant opportunities for your customers.

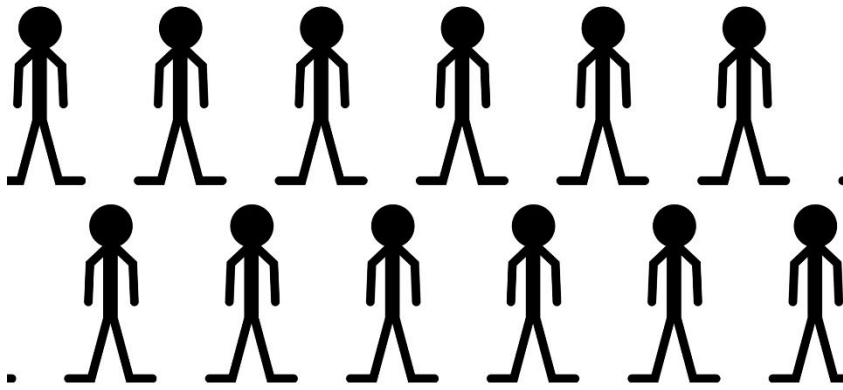
12

**BOOK: Clash of the Generations:
Managing the New Workplace Reality by
Valerie Grubb**



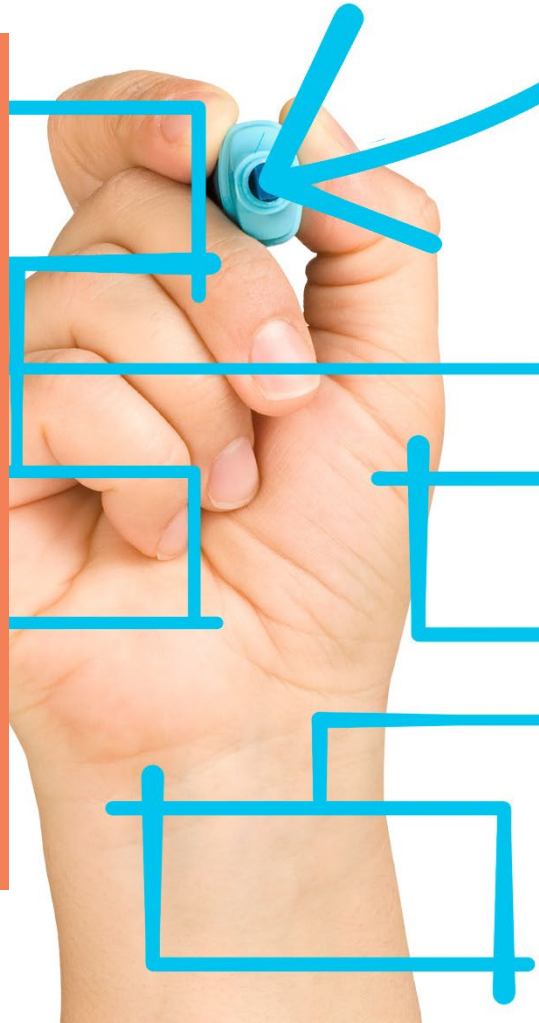
Secure resources

Be able to mobilise additional resources like knowledge, equipment and people when necessary.



13

BOOK: The Relationship Roadmap: The Professional Guide for Strategically Building & Maintaining your Business Contacts



Include your executive management

Invite senior executives within your organisation to engage with your customers.

14

READ: [5 Knowledge Sharing Strategies to Wow your Customers](#)



Share relevant information

Communicate information on issues that may influence the provision of services – even if not common knowledge.

A close-up photograph of a person's hand holding a white telephone receiver over a keypad. The hand is positioned as if about to dial a number. The background is blurred, showing what appears to be a window with blinds.

15

FREE COURSE:
Communication Skills
and Teamwork

Communicate how your customers will be managed

What's your process? Share a clear framework with your customer on how you plan to manage the partnership.

16

FREE COURSE:

[Analytics for Decision](#)

[Making](#) to help you
avoid mistakes.



Have authority to deal with your customers problems

You must be able to commit to solutions to issues without excessive process or bureaucracy.



Be well-suited to their customers

FREE COURSE:

**Communication Skills
for Bridging Divides
to engage in dialogue
and become a
meaningful ally**

Invest time and energy in developing your relationships. Learn active listening and be engaged. Limit the number of accounts to ensure focus.



18

READ: [Why Your Strategy is in Trouble and How to Fix It](#)

Customers want to develop the partnership

There is a will to co-create value and for everyone to succeed and benefit from the partnership.



19

READ: [Organising for Key Account Management](#)
Whitepaper by Diana Woodburn

Customers know they're a key account and why

Everyone is clear on the definition of key account management and the underlying principles and practices that support it.



20

READ: [Relationship Mapping for Key Account Management \[+ Templates\]](#)

Your customer's executive management is engaged

Your client's senior leaders are invested in the partnership and support the strategy you've developed.

Secrets to Successful Key Account Management

Ongoing training

Actively develop skills in areas of negotiation, managing relationships, finance and marketing.

Identify key accounts

Key accounts must be correctly identified and their importance clear to the key account manager and the customer, so everyone is aligned.

Develop knowledge

Focus on what's important to customers and what creates value for them. Involve the wider organisation to maximize resources and commitment to mutuality.

Gain commitment

Make clear what you will deliver as a key account manager. Ensure everyone is aligned on the customer's needs and how you add value and deliver solutions.



The KAM Club

A private learning community for key account managers who are short on time, big in vision and ready to make an impact on their clients and careers.



How-to guides,
templates, courses
and community to
help you succeed



Discounted founding membership available now

thekamclub.com



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Warwick Brown

Founder at Account Manager Tips

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