



SALESMOOSE

GROW PEOPLE - GROW SALES

Key Account Management Program

12 weeks intensive live training & coaching program

- Learn how you realize substantial growth with your most important customers
- By following the SalesMoose Canvas methodology you implement a step-by-step approach to implement Key Account management as a process
- Improve the sales skills of you and your team

For who:

- Senior Sales & Key Account Managers
- Sales Operations & Account retention
- Service Account Managers
- The program can start with a minimum of 5 participants per group.
- Languages ENG, NL, DE
- Budget: € 2000

By who:

SalesMoose has 11 experienced coaches with each more than 25 years of relevant experience in all sectors. This is how a thorough understanding of all sectors' unique challenges is ensured.

Program outline & objectives

- Learn to summarize and present the most crucial account information on a One-page dashboard: The SalesMoose Canvas.
- Learn how to realize consistent growth with your most important customers.
- Learn how to segment your (Key) Accounts and how to prioritize your actions and efforts.
- Learn how to present your account plan to your Management and learn how to obtain buy-in for your plans.
- By implementing Key Account Management (KAM) as a process, you will ensure a common methodology is used and all relevant customer intelligence is captured and shared accurately and imminently.
- By implementing KAM, you will obtain, and process vital information from customers bottom up, as a base for next year's sales targets and budget rounds.



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Modules Key Account Management Program

1. SalesMoose Canvas

The SalesMoose Canvas is a clear Key Accountplan that summarizes all relevant account data on a One-page dashboard. The canvas methodology guides you through 9 different steps (modules) that summarizes the most important data to manage and grow your accounts successfully. Each week a new module is trained and after 12 weeks the Key Accountplans will be presented to the Management Team. After successful completion each Key Account Manager will be certified to use the Canvas methodology.

| SALESMOOSE CANVAS: account name..... | | | | | |
|--------------------------------------|---------------------------------------|--------------------------------------|----------------------------|------------------------|--------------------|
| CUSTOMER NEEDS (PAINS) | DMU & Buyer types | VALUE STATEMENT BUYER SELLER | | SALES - BUYING PROCESS | 90 DAY ACTION PLAN |
| | ENEMIES & OBJECTIONS (Competitors) | | | QUALIFICATION | |
| SITUATION APPRAISAL (IST) | | | KPI'S & KEY METRICS (SOLL) | | |

SalesMoose key accountmanagement 2022



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2. Key Accountmanagement theory & putting it into practice

When and how do you successfully implement Key Accountmanagement. What are the strategic considerations and implications? And what are the steps to implement KAM as a process embedded in the Sales practice at your organization.

3. SalesStep

Where do you stand in your personal development to become a Key Account Manager? By SalesStep online evaluation we will obtain detailed insights in your development potential and priorities.

