

CERTIFICATE IN KEY ACCOUNT MANAGEMENT

A course for those of you who are responsible for the company's most important customers.

The traditional relationship between buyers and sellers has changed forever. On this course, you will learn to plan, manage and develop relationships with the company's most important customers. Continue your studies with the Diploma in Marketing Management after completing the course.

Key customers and suppliers

Many purchasing companies are seeking new ways to work with their suppliers. There is now a widespread recognition that competitive advantages are created in the interface between the purchasing company and its suppliers. The traditional relationship between buyers and sellers has changed forever. It is in this context that key account management has become an extremely important part of any commercial company. As key customers are vital to all organisations, it is of great importance that the work is organised so that companies concentrate their efforts on the right key customers, in order to prevent competitors to beat them to it. Key account management is about establishing a plan that must be followed, and building lifelong relationships with customers and suppliers with the intention of jointly developing a business culture that is in the interest of both parties. You should also be able to act as a resource to your contacts in terms of new ideas and business development, as well as being able to establish connections between the right people from yours and your client's companies.

Who for?

This course is for those of you who work in sales and are responsible for one or more of the company's key customers, or perhaps you are about to enter into such a role. The course is also suitable for middle managers who want to develop their KAM skills.

At the end of the course you should:

- ▶ have added to your understanding of the KAM-organisation
- ▶ have knowledge of structured sales and marketing work
- ▶ be able to present a KAM-plan to the management
- ▶ be aware of the critical factors that give the company an edge in key customer processing
- ▶ be able to implement customer, needs, and decision group analyses

- ▶ know how to recruit the right people to a KAM-organisation
- ▶ have an understanding of the importance of increased customer value, and creating a win/win situation
- ▶ have learnt the basics of business development together with key customers

Continue with further studies

The Certificate in Key Account Management can be seen as a stand-alone course, but it can also be a first step in your career development. After this course, you will have the opportunity to continue on the Diploma in Marketing Management course. Course module credits are transferred and the course fees are reduced.

COURSE CONTENTS

- ▶ Business intelligence.
- ▶ What does the company need from a key customer relationship?
- ▶ What critical success factors does the company use to ensure professional key account work?
- ▶ What are the requirements of the customers?
- ▶ How do we define a key customer? Criteria and selection processes.
- ▶ What customers are of interest from a financial perspective?
- ▶ How can we demonstrate that the KAM relationship is profitable?
- ▶ What does a winning organisation look like to the selling company?
- ▶ Demands on individual employees.
- ▶ Models to gain a strategic base to operate from
- ▶ Processes to find and retain key customers, and develop the KAM team.

SCOPE

The course can be taken in two ways: one session, 16.00-21.00, a week for 6 weeks, or intensively for 5 days, 09.00-16.00. (The first day of the intensive course starts at 10.00.)

CERTIFICATES

An optional exam is given after the last session. To receive FEI's Certificate an exam pass mark is required as well as a 70% course attendance.

FEES

COURSE DATES
Go to www.fei.se

FÖRETAGS
EKONOMISKA

INSTITUTET

'888'

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