

THE KEYS TO KEY ACCOUNT MANAGEMENT

FRONT&
CENTRE

LOOK AFTER YOUR MOST
IMPORTANT CUSTOMERS...
BEFORE SOMEONE
ELSE DOES



WHAT IS IT ALL ABOUT?

Key Account Management (KAM) is more critical than ever as companies rely on a small percentage of customers for the bulk of their revenue. This session dives deep into the art and science of KAM, exploring how to build profitable partnerships that keep your most important customers engaged, satisfied, and loyal. From identifying key accounts to creating robust account plans, this workshop offers leaders the insights and tools needed to protect and grow these vital relationships.

WHY IT MATTERS

For many SMEs, up to 64% of revenue is often stemming from just a 4% of the customer base, these important customers have never been more important. An effective KAM culture, packed with the strategies, systems and skills for successful customer growth, allows businesses to build trusted, profitable partnerships that withstand competitive pressures. By understanding the key principles of KAM, you'll ensure your business becomes the Irreplaceable partner, delivering ongoing value and fostering a customer centric approach that distinguishes your brand.

WHAT WE'LL COVER

- **Defining Key Accounts:**
What makes an account "key" and how to identify them.
- **From Supplier to Partner:**
Transitioning from a transactional role to the trusted advisor that delivers business value.
- **Modern Account Management:**
Understanding the evolving role of account managers and their impact on customer loyalty.
- **Add Value, Not Cost:**
Measuring and increasing the tangible and intangible value offered to your customers.
- **Building Effective Key Account Plans:**
The structure and components of impactful account plans that drive growth.

OUTCOMES & TAKEAWAYS

- Strengthen relationships with decision-makers and influencers.
- Techniques to deepen loyalty and retention through proactive engagement.
- Ways to detect and address potential issues early, protecting and expanding revenue streams.
- Empower your team with roles and responsibilities to support customer growth as a collective organisational priority.
- Foster a customer-centric culture that values key accounts, positioning your brand as the irreplaceable partner.

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