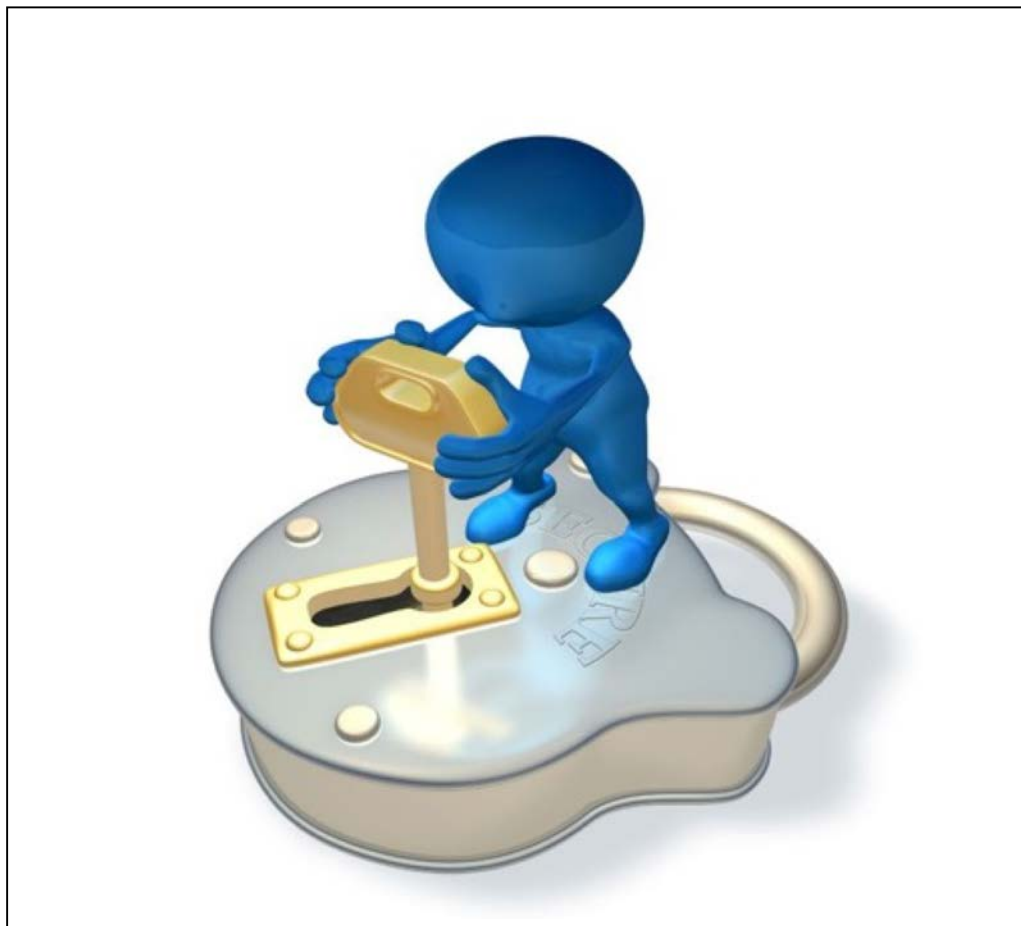


KAM Boot Camp

Embedding best practice as the basics for your key account management teams

Gary Lunt, Senior Consultant @ Customer Attuned



www.customerattuned.com
Hello@customerattuned.com

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Introduction

Managing large customers or a portfolio of customers can be challenging at the best of times; what makes it more difficult is managing them in many different ways and with a variety of business tools and people capabilities. This makes it difficult for the individual key account manager, the line manager and the organisation to align itself with what the customer and the organisation are trying to achieve.

The challenge that we all face is achieving growth - of revenues, margins, contribution and share.

The questions we need to answer are as follows;

1. What is the current status with my customers?
2. How can I discover growth opportunities?
3. How do I engage with the customer in a way that encourages mutual benefit?
4. How do I go about activating those growth opportunities?
5. How do we align the organisation to create a relationship that delivers more than just invoices and credit queries?

This KAM Boot Camp is designed to tailor best practice customer management to your organisation and embed it as the basics for the way in which you will manage your customers.

Best Practice Customer Management will include the following;

- Customer Segmentation
- Common & Consistent Commercial Processes
- Customer Planning Tools & Templates

- KAM Competencies
- Pitching for Impact capability
 - Category Plans
 - Joint Business Plans

The Customer Attuned KAM Boot Camp will establish a standard of excellence for your customer management teams. It has been designed by subject matter experts who have significant commercial expertise gained across a wide variety of industry sectors - ensuring your organisation is in a much better shape than your competitors and ready to take advantage of significant growth opportunities

Who is this programme for?

This programme is specifically designed for Key Account Managers responsible for major customers or a portfolio of key customers and Key Account Teams where a number of individuals work together to manage significant customers. Typical business titles would be Key Account Manager, National Account Manager, Business Account Manager, National Account Controller / Director.

Our approach helps you to:

- Segment your customers; identify growth potential and allocate resources more effectively
- Approach all customers in a consistent and effective way
- Plan effectively for each and every customer without “spreadsheet / PowerPoint overkill”
- Develop the commercial capabilities of the customer management teams
- Create compelling arguments to support both category and business plans with customers

- Improve the win ratio of category and business proposals

By the end of this programme

You will be able to:

- Identify and target growth opportunities
- Create plans to effectively engage with customers
- Create and deliver compelling arguments with confidence
- Deliver real results
- Be recognised as high performing individuals and teams

Programme Delivery

The KAM Boot Camp is a tailored programme that introduces best practice to your organisation that suits your market and circumstances.

Our approach is to familiarise, assess, design and recommend the KAM best practice for you.

Our training interventions blends workshops, coaching and mentoring to ensure we achieve maximum engagement and output from delegates.

We undertake **ALL organisation** of the KAM Boot Camp for you.

Each KAM Boot Camp is supported by a guidebook, learning journal, KAM competencies, customer planning tools and templates.

We can provide KAM capability assessments to measure progress.

Most of all, we deliver a programme that gives you best in class as the basics to gain competitive advantage.

Our Team

This Programme is led by Gary Lunt with support from the Directors and Associates of Customer Attuned.

Gary Lunt is a senior consultant with Customer Attuned and has recent consulting experience across a number of sectors, notably FMCG, Construction, Personal Protection Equipment (PPE), and Digital Print & Data Management.

Gary is an expert in customer management having spent the first half of his career in senior roles within companies such as Diageo, Unilever, GSK and Cadburys. The second half of his career was in healthcare, as Group Sales Director at AAH Pharmaceuticals and Business Development Director with Celesio AG based in Stuttgart.

Investment & Timings

Our programmes are designed and tailored to your organisation and circumstances. The KAM Boot Camp investment will have four key elements;

- Design - through familiarisation and assessment
- Delivery - through modules based upon number of delegates
- Materials - guidebooks, learning journals, planning tools and templates
- Expenses - travel, accommodation and workshop venues

For more information please contact us directly.

About Customer Attuned

Customer Attuned is run by a team of customer management experts with strong experience in the development of innovative customer-driven change within B2Br. We passionately believe that the principles that form the basis for successful B2B client relationships are:

**Trust and working
together for mutual
commercial benefit**

efficiently, it creates stability, opportunity and drives down costs.

For more information contact Gary Lunt

gary.lunt@customerattuned.com

Mobile +44 (0) 7803555116

Office +44 (0) 1858 414265



We help you to:

- Become more customer centric
- Understand, manage and improve the quality of your customer relationships
- Make your sales, distribution and communication channels (physical and digital) work smarter
- Attract, manage, motivate, develop and retain your high performers.

Our practice is founded on three core principles:

Trust - the enabler of the relationship

Interdependence - how closely do we work together, and rely upon each other?

Mutual Commercial Benefit - is the relationship in balance with both sides benefiting from their investments.

We believe good customer relations depend on establishing a set of organisational values which underpin all activities. This enables organisations to work effectively and