



A robust Key Account Management program can deliver results for your organization.

Key accounts are critical to any organization's long-term success. You may have many transactional customers, but it's the strategic accounts that you partner with and grow with in a mutually beneficial relationship. As much as 33% of overall revenue comes from Key Accounts (Gartner), but successful Key Account Management can drive overall performance in all areas.

Key Accounts offer a host of benefits to your company, both financial and indirect or non-financial. Let's look at some of these benefits.

Financial Benefits:

- Organizations that excel at Key Account Management and can see up to a 33% increase in profitability and 50% increase in total sales and revenue. (Gallup)
- Companies are 33% more likely to be their customers' top choice for new business and that new business from key accounts is 60-70% more likely to close vs 5-20% for new business from new customers. (Gallup)
- Companies with effective Key Account Management can see up to 20% improvement in customer satisfaction coupled with increases in sales and revenue. (Harvard Business Review)
- Key Accounts can increase the scope of opportunities for the vendor.
- Key Accounts buffer risk by associated with new product development by providing a ready customer who has partnered on design, research, and development.










Indirect benefits:

- Key Accounts can enhance the reputation of your company.
- Key Accounts help spur innovation by providing a ready market for new products and services.
- Key Account relationships build credibility and trust meaning the client is comfortable referring you as a vendor to their peers.

The intrAtrain Key Account Management training program uses a blended learning approach to develop sales professionals to maximize their ability to build relationships with critical Key Accounts. The program includes elements designed to appeal to learners in a variety of ways and keep them engaged throughout the learning process.

The Key Account Management program is designed to cover many key sales skills and techniques that impact key account managers.

They include:

-  Profiling potential accounts
-  Identifying accounts
-  Account planning
-  Developing action plans
-  Building/managing relationships
-  Plan and prepare sales calls/communications
-  Presenting for success
-  Confirming and closing with key accounts
-  Continuing the relationships