



The intrAtrain Key Account Management program is designed to improve results

How important are high-potential key accounts to your organization?

Many organizations have devoted resources to accounts whose long-term value has high potential. Key Account Management requires more time, planning, and execution of a defined sales process.

Step 1: Learning will begin with an **assessment** to gather a baseline measurement of knowledge and skills related to Key Account Management. The assessment will include general concepts, specific skills, and application ideas.

Step 2: Online **Training Modules** provide knowledge, skills, and concepts related to Key Account Management. The modules introduce key concepts such as selecting key accounts, developing their Key Account Plans, and beginning partnering with each Key Account to develop their business. There are approximately 20-24 learning modules in this learning series.

Step 3: Application activities follow each module. These activities will vary in style. Early in the learning process, the activities will focus on understanding the materials; later activities will focus more on applying the concepts specific to your situation.

Step 4: Group discussion and coaching checkpoints will be held after every 2-4 learning modules. The group sessions will be used to review key learning objectives, share ideas, and explore in greater depth how the learning materials apply specifically.










Step 5: An **in-person workshop** continues the application of skills and knowledge of Key Account Management. The session will review the key points while developing, refining, and expanding the depth of work done in earlier learning sessions.

Step 6: Reinforcement Checkpoints will occur after the conclusion of the initial training. The goal of these checkpoints is to ensure that questions and concerns are answered, peer sharing and coaching is occurring, and skill refinement is developing. Shared experiences provide some of the best learning opportunities!

The skills necessary to manage key accounts vary from a traditional account sales process, but they can be developed. Many organizations offer training and resources focused only on the traditional sales 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