



Key Account Management Forum

Cranfield Key Account Management Forum Awards

Recognising Excellence in Key Account Management Planning, Implementation and Sustainability

The Key Account Management Programme Award

The Key Account Plan Award

Supplier – Key Customer Sustainability Outcomes Award



Guidelines for Submissions

2023

The Cranfield KAM Forum awards aim to identify and share exemplars of best practices in KAM. We wish to recognise and acknowledge the efforts of those individuals and organisations that contribute to advancing our discipline by going 'an extra' mile, in how they create customer value and make a positive impact with their strategic customers.

There are three categories of awards, and companies can submit to either category:

1. **The Key Account Management Programme:** addresses organisation-wide KAM capability to deliver value to their customers, acknowledging excellence in designing and formulating either comprehensive KAM Programmes or specific KAM practices.
2. **The Key Account Plan:** is focused on individuals/teams recognising excellence in the approach, content, and structure of Key Account Plans
3. **Supplier – Key Customer Sustainability Outcomes:** This award is for dyads of supplier-customers who have pioneered ways of working that result in demonstrable sustainability outcomes, in other words, quantifiable benefits that address key areas of the Climate Change and Carbon Reduction agendas.

Following in this document we offer a set of guidelines on these three awards to help companies with their submissions

For enquires or an informal discussion about the awards, you can contact Javier Marcos, Professor of Strategic Sales Management and Negotiation and Director of the Cranfield Key Account Management Forum

javier.marcos-cuevas@cranfield.ac.uk

We look forward to receiving your submission!

Guidelines for the Awards

1 The Key Account Management Programme Award

Focus The presentation of organisation-wide programmes that aim to enhance the relationship with key customers achieving profitable growth.

Expected content There is no prescribed content for the submission. Different organisations and industries have their own idiosyncrasies. However, the definition of a key account programme is expected to contain/address some of the following elements:

- A clearly defined set of key accounts
- How value propositions for key accounts are designed and delivered, and how these differ from propositions to all customers
- Initiatives aimed at enhancing KA manager competency standards and expertise. Compelling training and development pathways
- KAM planning systems and tools addressing how they are implemented
- Information and data systems designed to support the growth of key customers and innovative applications of different technologies (e.g. AI) to create customer value.
- Specific structures and resources focused around key accounts
- Top executive sponsorship programmes for strategic accounts.

Expected outcomes The test of a successful key account management programme ultimately sits with the client. We will review and assess evidence of positive outcomes that can be attributed to the implementation of a KAM programme that may include:

- Top line growth from Key Accounts above the average growth rate with other customers
- Unusually positive customer feedback
- Exemplars of initiatives that resulted in (customer-driven) breakthrough innovations
- Different manifestations and ways in which value has been created

Submission details The submission consists of a brief 2/3 page document plus supporting evidence in the form of appendixes.

Please complete the enclosed form and send it together with supporting evidence to h.brown@cranfield.ac.uk and

cranfieldkamforum@cranfield.ac.uk stating the subject “KAM Awards” by **30 October 2023 (14.00 UK time)**.

The submission will be reviewed by two independent experts, Cranfield Visiting Fellows, a senior academic and an experienced practitioner.

Shortlisted submissions will receive feedback, and the winners will be announced at the conference dinner on the 23 November 2023.

2 The best Key Account Plan

Focus The articulation of a structured and complete account plan for a specific strategic account.

Expected content The format of the account plan can take various forms, though it is expected to contain the following elements:

- A description/qualification of the account that justifies the strategic customer status
- Relationship mapping matrix and the approach to developing strategic relationships
- An analysis of the customer business from an external perspective (e.g. using PESTEL analysis) and internal perspective (e.g. using value chain analysis)
- Key customer’s competitor analysis
- An articulation of the customer’s own strategies and how your company as supplier helps the customer succeed
- A compelling growth strategy of the supplier with the customer
- Description of customised value propositions
- Granular description of action planning and metrics.
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This award would also recognise the use of different technologies (e.g. [Digital Triple Fit](#)) to capture, share and communicate the KAM plan content.

Expected outcomes The strength of an account plan can be observed by a number of elements including, but not restricted to:

- The depth and breadth of research and insights about the key customer
- How compelling the actions and initiatives defined to grow the account are
- The innovativeness of the solution(s) designed for the customer
- The extent to which the plan captures long-term strategies and scenarios for the customer

- Evidence of how resources and internal support have been obtained to better serve the customer

Submission details

The submission consists of a brief 2/3 page document plus supporting evidence in the form of appendices.

Please complete the enclosed form and send it together with supporting evidence to h.brown@cranfield.ac.uk and cranfieldkamforum@cranfield.ac.uk stating the subject “KAM Awards” by **30 October 2023 (14.00 UK time)**.

The submission will be reviewed by two independent experts, Cranfield Visiting Fellows, a senior academic and an experienced practitioner.

Shortlisted submissions will receive feedback, and the winners will be announced at the conference dinner on the 23 November 2023.

3 Supplier – key customer collaboration for sustainability outcomes

Focus

This award is presented to *two partners, a supplier and a key customer* who have pioneered ways of working that result in demonstrable sustainability outcomes. These outcomes take the form of quantifiable benefits that address the global Climate Change and Carbon Reduction agendas or more specific areas like the UN Climate Action Goal.

The submission is therefore a *joint submission* not a unilateral nomination as the other KAM Forum awards categories.

Expected content

There is no prescribed content for the submission, and we invite submissions that demonstrate suppliers' and customer's shared commitment to:

- Significantly reducing greenhouse gas emissions in their joint operations and beyond in their value chains
- Promoting the use of green energies
- Engaging in collaborative and sustainable relations
- Fostering circular economy principles in their commercial relationship
- Balancing profit and purpose in the way they conduct their business relationships
- Innovative use of digital technologies to enhance sustainability
- Adopting business practices that enhance employee and/or consumer well-being

- Improving the awareness of climate change within their industry or supply chain
- Increasing carbon capture and storage
- Encouraging sustainable transport and mobility
- Promoting energy-efficient buildings and infrastructure
- Protecting and enriching biodiversity

Expected outcomes Best practice in achieving sustainability outcomes can be achieved by showing how supplier/customer work together to bring about:

- Measured progress to reduce the CO2 footprint of their operations
- Evidence of the extent of the transition towards green energy (e.g. proportion of green vs non renewable energy use) or the extent of lowering energy consumption
- Reformulated products that use less plastic and other materials based on fossil fuels
- New methods to identify and address ESG issues in the supplier-customer relationship
- Documented new practices of reused, recycled and retained products and materials in their operations
- New ways to ensure sustainable growth is addressed as key strategic priority
- Reduction in waste, water.
- Other...

Submission details The submission can be led by either the supplier or the customer, and both partners need to agree on the content of the submission. It consists of a brief 2/3 page document plus supporting evidence in the form of appendixes.

Please complete the enclosed form and send it together with supporting evidence to h.brown@cranfield.ac.uk and cranfieldkamforum@cranfield.ac.uk stating the subject "KAM Awards" **by 30 October 2023 (14.00 UK time)**.

The submission will be reviewed by two independent experts, Cranfield Visiting Fellows, a senior academic and an experienced practitioner.

Shortlisted submissions will receive feedback, and the winners will be announced at the conference dinner on the 23 November 2023.

4 Review panel

The review panel is comprised by experienced practitioners and senior academics with a track record in strategic sales and key account management. They have deep understanding of KAM and sustainability issues.

Richard Books

Mark Davies

Dr Sue Holt

Richard Vincent

Nicolass Smit

Dr Matt Wilkinson

Prof Daniel Prior

Mark Bailey

Dr Peter Kerr

Dr Beth Rogers

John Viner-Smith

Faculty from the Cranfield Centre for Sustainability Management

Faculty for the Centre for Logistics, Procurement and Supply Chain

5 Awards ceremony

Winning submissions will be presented with their award at the Cranfield Key Account Management Winter conference, on the **23 November 2023** hosted at Cranfield Management Development Centre.

6 Confidentiality

All the submissions will be treated in strict confidence and no details will be revealed or disseminated without the prior consent of the submitting company or individual.



| Key Account Management Forum

<https://www.cranfield.ac.uk/som/research-clubs/key-account-management-forum>