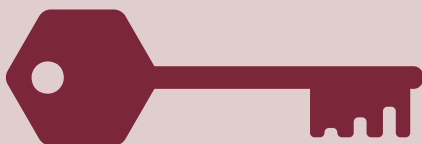


# KEY ACCOUNT MANAGEMENT

*Cranfield*  
UNIVERSITY  
School of Management



Transforming  
knowledge  
into action



# OVERVIEW

This unique programme will show you how to adopt a practical approach to planning, analysing and implementing a closer relationship with your strategic accounts. At the end of the programme, you will have a strategic key account plan for a specific customer using the unique best practice Cranfield Value Planning template. At Cranfield, we have taken the lead in Europe for key account management research.

Please see [website](#) for dates and fees.

## DURATION

3 days, residential

## TO BOOK CONTACT:

T: +44 (0) 1234 754570

E: [som.action@cranfield.ac.uk](mailto:som.action@cranfield.ac.uk)



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Book online at [www.cranfield.ac.uk/som/kampb](http://www.cranfield.ac.uk/som/kampb)

## KEY BENEFITS

- Increased ability and confidence in managing strategic accounts
- Enhanced skills in interfacing more effectively with key customers
- A deeper understanding of your customer and better long term relationships
- A best practice template to use on all your key accounts and the opportunity to apply it during the course to a key account of your choice
- A thorough understanding of the total process of key account management
- The ability to focus your time and attention appropriately in the development of key accounts
- An improved understanding of customers and better long-term relationships.

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Companies that have already benefitted from the **Key Account Management** programme include:

- |                             |                           |
|-----------------------------|---------------------------|
| • Legal & General Plc       | • Atkins                  |
| • Trend Control Systems Ltd | • Alfred Cox Holdings Ltd |
| • Microsoft Ltd             | • Miele Co Ltd            |
| • Kraft Foods               | • Air Charter Service Plc |
| • Elemense                  |                           |

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### General Enquiries:

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## DELEGATE PROFILE

- Key account managers seeking to ensure they manage key relationships appropriately and profitably
- Senior sales people and major account managers aiming to develop their planning and customer management skills
- Procurement managers who would like a different perspective on supplier relationship management and collaborative business-to-business relationships.



**HUGELY BENEFICIAL  
TO MY PERSONAL  
CAREER AND ABILITY  
TO DEVELOP.**

**Mike Wroe**

CLIENT DEVELOPMENT DIRECTOR  
BRITISH INSTITUTE OF INNKEEPING

# TIMETABLE

## DAY 1

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- World Class KAM
- Managing the Key Account Portfolio
- Introduction to Cranfield Knowledge Interchange information facilities
- Key account analysis I
- Key account analysis II
- Key account analysis III
- Briefing for evening work

## DAY 2

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- KAM Plan Surgery
- Developing KAM strategies I
- Developing KAM strategies II
- Selling to a key customer
- Selling through effective KAM teams
- Evening work

## DAY 3

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- KAM Plan Surgery
- Breakthrough value propositions
- Conflict management
- The internal sell
- Close and briefing for post-course work



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# PROGRAMME DIRECTOR

## **DR SUE HOLT** BA MBA PhD **Visiting Fellow**

Sue's main interests lie in the fields of global and key account management, customer relationship marketing and business-to-business marketing and she has worked with many different organisations in these areas.

Prior to working with Cranfield, Sue pursued a wide ranging management career in both the public and private sectors, including working for the Prime Minister and for the Speaker in the House of Commons. This was followed by a number of years in marketing management gaining practical expertise in marketing research, strategic and marketing planning and business-to-business marketing.

As Marketing Director for a major printing company, she was instrumental in developing strategic marketing planning within the organisation and introduced Key Account Management as an approach to successfully managing major customer value.



# CRANFIELD MANAGEMENT DEVELOPMENT CENTRE

Our Open Executive Programmes are held at the Cranfield Management Development Centre (CMDC). Full board accommodation (where applicable) and all sessions are usually held at this specifically designed conference centre which has an established reputation for being one of the best centres in the country.

Located in a rural, tranquil setting on the Bedfordshire/Buckinghamshire border, CMDC is conveniently situated by the M1 motorway, railway stations and major airports. We even have an airport on site!

## TAKING CARE OF YOUR EVERY NEED

We understand that development doesn't only happen in the lecture

room. That is why the CMDC provides inviting lounge areas where you can network with your colleagues, restaurants that allow conversation to flow easily as you enjoy the excellent cuisine, and fitness facilities, including a swimming pool, sauna and exercise room, to relax and invigorate you at the end of the day.

## A HOME FROM HOME

After a hard day's learning, lie back and relax in one of the 186 modern en-suite bedrooms, all of which are designed to make you feel at home. The amenities include free Wi-Fi, freeview television, a great working area with appropriate light and desk space and a music centre to help you unwind.



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#### PLEASE BE AWARE:

The information in this brochure was correct at the time of going to press. However, as part of the on-going development of our programmes, delegates, leading academics and practitioners continually review the programmes and their content.

We have made every effort to use accurate descriptions, images, quotations and references but errors and omissions may occur and are expected. Please check the programme page on the website for the latest information, fees and offers.

Cranfield School of Management reserves the right to amend the published programmes. For full terms and conditions please see our website:

**[www.cranfield.ac.uk/som/executive/tc](http://www.cranfield.ac.uk/som/executive/tc)**

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