



B2B Key Account Management:

Value Added Solution Selling

B2B Key Account Management:

Value Added Solution Selling

Move from transactional selling to key account management. Get the key skills you need to implement value added solution selling.

Highlights

- Real life practice: bring the details of one of your key accounts that you will work on during the programme
- Create and update your own relationship map for your key accounts
- Learn how to move from transactional to value added solution selling

Key Competences

- Solution selling
- Key account management
- Networking skills
- Relationship mapping
- Understanding value
- Account planning

The Right Programme for You

You are a key account manager, sales manager, sales director or business unit manager. You want to develop your skills in value added solution selling to ensure your key accounts are profitable.

Senior Managers

Managers

Business Professionals



Learn, Practice and Use

- **Explore** why you are losing sales to competitors
- **Understand** the difference between account teams and individual salespeople
- **Learn** why you always need to sell twice
- **Develop** your own relationship maps with your key clients
- **Use** data, information and intelligence to develop your plans
- **Create** and develop your own value maps
- **Explore** the sales and buying processes and understand how they work
- **Create** key account plans for your major clients
- **Understand** what type of value perception your clients have of your services or products
- **Learn** how networking is a key part of your strategy

Practical Information

Face-to-Face



3 days
€3,450

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

Programme Modules

1

Module 1:

- How are markets changing and what does that mean for you?
- Why do clients buy from you? Why do you lose sales to competition?
- What makes you different and distinctive?
- Journey: from short-term transaction focus to longer term-solution centric

2

Module 2:

- When & why do we need KAM? What makes for a great KAM salesperson?
- Why the account team versus the individual salesperson?
- Why do you always need to sell twice?
- Account Management and Business Development processes

3

Module 3:

- What is the sales process/buying process and how does it work?
- Stage 1 - Check – It
- Create and update the Key Account Plan Check-It section
- Insight Report, the difference between data, information and intelligence

4

Module 4:

- Stage 2 - Know – It
- Create and update the Key Account Plan Know-It section
- Who do I need to know? Create and update the Relationship Map
- Stepping up to the strategic client level. The power of networking

5

Module 5:

- What type of value perception does your client have?
- Create and update the Value Map
- Stage 3 - Do – It
- What actions will you focus on in the next months?

6

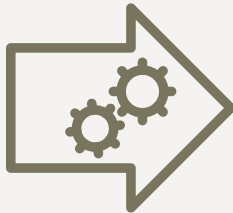
Module 6:

- Apply the process to your account needs. Present your plan
- Wrap up and conclusions
- What does this mean to me and how will it affect my job?
- What will you do next?



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

For more information please contact:



+32 2 543 21 20

@ info@mce.eu

Visit mce.eu

