

ASA Africa! KAM™

Key Account Management Training.

Target Group:

Experienced sales & product managers, marketers, sales staff and agents who are responsible for the management of key accounts and national clients.

Course Duration:

2 days from 09h00 to 17h00 at Leriba Hotel, Centurion or in-house at the client.

Training Course Objective:

After completion of the KAM training course, the learner will be able to manage his/her key and national accounts/clients in a pro-active, structured and planned way, thereby contributing to a win/win collaboration with each key account and national client.

Methodology: Lectures, group discussions, individual tasks, role-plays & case studies.

Course Overview:

1. What is Key Account Management?
2. Aligning to your client's business goals and the decision makers
3. Relationship Selling vs. Solution Selling vs. Product Selling
4. Beyond the 80/20 Principle
5. Building an account and identifying your KAM tactics
6. Where are your clients going, what are their needs?
7. Implementing joint production and marketing strategies
8. Building relationships – both internal and externally
9. Partnering for success through trust, cooperation and commitment
10. Principles and values to work by and responsibilities – on both sides

Cost:

R5698.86 includes 14% VAT, lunches, refreshments, training manual & certificate.

Courses can be conducted in-house anywhere in Africa, depending on the client's needs and the number of learners.

Call ASA Africa! today:

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