
COURSE DESCRIPTION

CHV047 – KAM Key Account Management

Course goal

The requirements for a key account manager at ABB are multifaceted and highly demanding. The customer wants a "trusted advisor", who understands and develops his business. The training is designed to enable you to get to know the modern form of KAM and to be able to further professionalize your own work as a KAM by means of specific ABB procedures.

Main learning objectives

Upon completion of the course, you will be able to

- integrate the ABB Key Account Management approach into your daily work
- distinguish modern aspects of the KAM from classical sales
- strengthen the role of "trusted advisor" with your customers
- apply your key account management knowledge in specific examples.

Participant profile

Key account managers, key account team members, sales managers and other sales people of ABB

Prerequisites

Function according to content and basic knowledge in sales

Topics

- ABB strategy and key account management
- The role and mindset of the "trusted advisor" - consistent implementation of the consulting approach
- Building credibility, reliability and familiarity
- Planning in key account management: Analysis and development of a strategy with focus on growth
- Sustainable financial development of a key account
- Support as a business partner with effective offerings
- Controlling customer relationships
- Professional communication in different phases of key account management methods

Course type

This is a face-to-face class room training with min. 9 and max. 12 participants.

Learning methods and tools

Presentations, workshops, group work with practical exercises and simulation game **Laptop** or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

2 days