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# So, what do you need to know to achieve *greatness* in key account management?

Why is key account management so critical to the success of your company?

Which skills/competencies do you need to succeed as a key account manager?

# How do you rate yourself when it comes to the five sales strategies needed to succeed at key account management?

|                            | 1 = Poor | 2 = Fair | 3 = Good | 4 = Very Good | 5 = Excellent |
|----------------------------|----------|----------|----------|---------------|---------------|
| Consultative Strategy      |          |          |          |               |               |
| Value Selling Strategy     |          |          |          |               |               |
| Access Strategy            |          |          |          |               |               |
| Sales Negotiation Strategy |          |          |          |               |               |
| Team Selling Strategy      |          |          |          |               |               |

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# How have other sales professionals answered this question: Why is key account management so critical to your success as a company?

1. Because we have fewer customers representing a much larger share of sales revenue and profits.
2. We need to grow and expand our business!
3. We have to learn to be **STRATEGIC** because key account management requires some different skill sets and competencies.



## Think about the skills/competencies that are required to manage key accounts.

Key accounts **value** what you can provide, have current and future **growth opportunities**, and want a **long term relationship**.

Key account selling is **more complex** in terms of **size, scope**, number of **decision makers & influencers**, and intensity of **competition**.

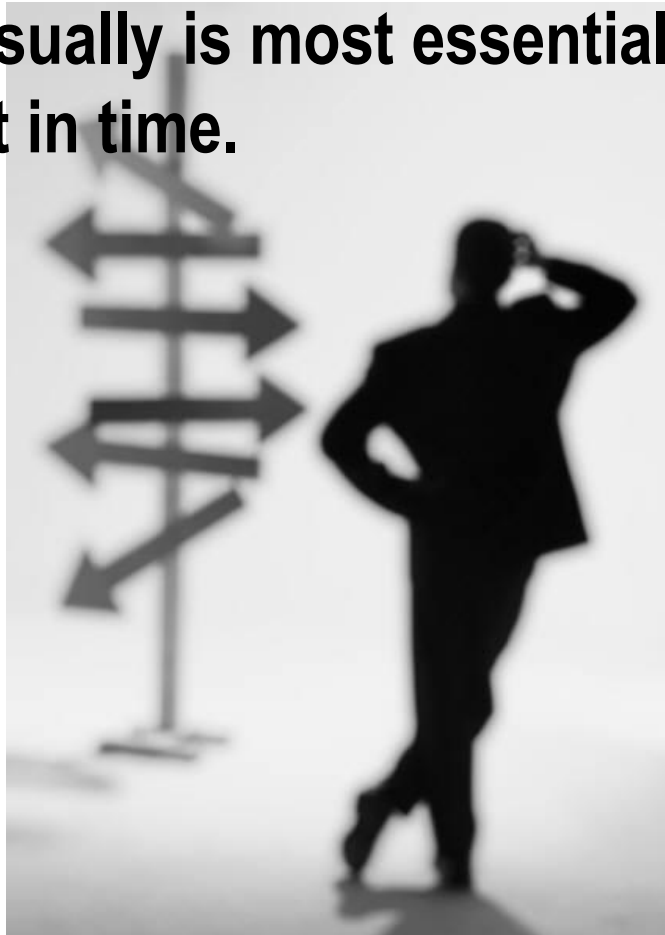


**You must be proficient at five related sales strategies to succeed at key account management.**



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**You do not use all five strategies at the same time.  
One strategy usually is most essential at a  
particular point in time.**



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## Next steps & self-development

- Participate in STAR's six other Key Account Management online modules (one additional free module and five for purchase)
- Send your team to an in-person Key Account Management Workshop taught by a STAR instructor
- Use STAR's 1-on-1 coaching service
- Purchase and participate in additional STAR online modules:
  - ❖ Sales Negotiation Skills
  - ❖ Essential Selling Skills
  - ❖ Customer Service and Support

