Key Account Management

RAIN Group

Grow and Protect Your Existing Accounts

Program Overview

Identifying accounts with the greatest potential for growth, developing strategies to grow them, building essential customer relationships, and communicating value you can bring to customers are all challenges of growing your key accounts.

At the same time, selling more to existing accounts is one of the most profitable ways to grow sales.

With RAIN Group Key Account Management training, your team will learn a proven process for key account planning to systematically grow their accounts.

Learning Objectives

In the Key Account Management program, your team will learn how to:

- Build strategies and plans to grow your key accounts
- Select accounts with the greatest growth potential, and stop wasting their time on those with low potential
- Lead Value Lab sessions internally and with accounts for value discovery, connection, and co-creation
- Develop enterprise-level relationships and foster those relationship for greatest success
- Craft strategies to protect accounts from competitive threats
- Set the agenda and get your project at the top of the buyer's priority list
- Identify needs from the buyer's perspective, strengthening and deepening your ability create value
- Maximize motivation, energy, and execution for growing their accounts

Program Approach

We view training as an ongoing process to improve sales skills, knowledge, and results. Our approach includes:

Customization: We build scenarios, focus content, and tailor program agendas to make the training relevant and effective.

Tools: We provide easy-to-use tools and frameworks, so concepts in the course transfer to on-the-job performance.

Action Learning: Role-play exercises and custom case studies allow your team to practice new skills based on scenarios relevant to your company.

Comprehensive Learning System: Participants are immersed in education, both in live training and through the online formats of virtual instructor-led training, eLearning, and RAIN Mail℠ mobile reinforcement.

Execution Assurance: Accelerate your results with our 90-day execution assurance process—the key to making sure sellers are held accountable, change happens, and training generates maximum ROI.

The Untapped Opportunity to Grow Key Accounts

Based on our research, most companies believe there's an opportunity to grow sales with existing accounts.

62%

of companies believe they are ineffective at maximizing sales to existing accounts across capability areas.

Key Account Management Tools

KAM Quick Reference Guide: Contains an overview of the key program concepts.

Key Account Planner: A template for account managers to track relationships, uncover value, and increase account growth over time.

Account Scorecard: A tool for analyzing and tracking account metrics over time.

Menu of KAM questions: Covers essential questions to ask at each stage of account planning.

PATHS to Action℠ Reference Sheet: A tool to lead value discovery sessions.

Work Styles and Ambitions: Provides insight into what motivates individual account team members, and which of the 6 KAM roles suits them best.

Account Selection Tool: An account rating tool to help you identify the accounts on which to focus your efforts.

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Top 10 Benefits of RAIN Key Account Management

1. Approach, uncover, and capture maximum opportunity in an account
2. Learn what top performers in key account management do
3. Follow a proven method and process for growing accounts
4. Strengthen customer relationships and protect accounts from competition
5. Identify and prioritize accounts based on their growth potential
6. Build successful key account plans
7. Spend time on the accounts that offer the greatest opportunity for growth
8. Drive the change across your team to ensure account growth happens
9. Avoid the most common mistakes in key account management
10. Maximize cross-sales and up-sales

Delivery Options

- Tailored on-site, instructor-led programs
- Train-the-Trainer, Licensing
- Blended learning: Online and on-site, instructor-led curriculum
- Total Access: Embed a robust sales method with full access to RAIN Group's world-class content, training programs, and education system at the lowest total cost of ownership

Technology Integration

- eLearning is SCORM compliant and can be hosted on your internal LMS or by RAIN Group.
- The complete RAIN system for opportunity and account management can be customized and integrated into leading CRM systems.

Common Customizations

- **Customized Tools:** The Key Account Planner is tailored to be relevant to your organization and the value you can bring to your accounts.
- **Venture Capital (VC) Test:** We'll assemble a panel of senior leaders to vet account plans, ensuring they're as strong as possible for capturing new opportunities.
- **Needs, Solutions, and Value Grids:** Account planners are provided with a powerful tool to aid needs discovery.
- **Reinforcement:** Custom-built eLearning lessons and RAIN Mail℠ scenario email reinforcement.

RAIN Key Account Management Reinforcement

RAIN Mail℠: Key Account Management content reminders, tips, and interactive scenarios are delivered via email and mobile app.

eLearning: Online learning programs cover a variety of topics critical for SAM success.

Virtual instructor-led sessions: Accessible wherever your sellers are, these sessions address KAM topics and strategies relevant to your team.

Classroom workshops: Live interactive training that focuses on advanced skills and situations.

Execution Assurance Coaching: Ensure sellers are held accountable and change happens with our 90-day execution assurance process.

About RAIN Group

RAIN Group helps companies unleash the sale potential of their teams. We've helped hundreds of thousands of salespeople, managers, and professionals in more than 75 countries increase their sales significantly with our sales training and sales performance improvement.

Global Locations

Boston - Headquarters

Bogotá	Mumbai
Geneva	Seoul
Johannesburg	Sydney
London	Toronto

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Topics Covered

While program content and agendas are tailored based on your industry, products and services, and the skills that will make a difference for your team, topics typically include:

Key Account Management Core Concepts

- Identifying and selecting key accounts—what they are, how they work, the opportunity they present
- The 5 stages in the strategic account management process
- Building Big Play strategies and tactics for penetrating, expanding, and protecting major accounts
- What Top Performers in key account management do
- How to gauge and strengthen relationships with key accounts
- How to facilitate value discovery meetings internally and externally with your strategic accounts
- How to connect your capabilities to the needs of strategic accounts and co-create value with them

Strategic Account Teams

- The 6 key account management roles
- Building a complete and effective account team
- How to collaborate and communicate with internal management to strengthen account teams and employ the right resources for account growth

Key Account Planning

- Setting ambitious and achievable account goals
- The 6 key components of a key account planner
- Using Customer Needs Profiling℠ to uncover the best opportunities
- How to build Visual Strategic Account Plans to capture opportunity and avoid time wasters
- Honing account strategies and plans for maximum effectiveness

Executing Key Account Management

- Learn a powerful framework for implementing Key Account Management after the program
- Align sellers and sales managers to be accountable for execution
- Customize your plan to measure and enhance success