

KAMI

UNLIMITED

KEY ACCOUNT MANAGEMENT - REDEFINED



mk.
ENDLESS POSSIBILITIES



**KAM
UNLIMITED**



COURSE DETAILS

This session focuses on creating a structure for account management professionals to develop a strategy to manage those critical relationships that ensure business success. This leads on to looking at the operational processes required to ensure effective account management, and good working relationships between both parties. Techniques for increasing the penetration throughout the depth and breadth of the account are covered. In addition, the key issues of handling meetings, negotiations, building needs, and understanding emotional influencers which motivate people to buy, are also examined and discussed. The course is very practical in nature, and includes exercises, that give participants the opportunity to reflect on how the subject matter relates specifically to their business. The session also provides effective practical tips and ideas to assist participants achieve successful account management.

WHO WILL IT BENEFIT?

This course is for experienced salespeople who are managing key accounts or business relationships. This course is focused on developing superior client relationships and implementing key strategies to enhance existing sales and negotiating techniques.

COURSE OBJECTIVES

- To consider the constantly changing role of the Key Account Manager
- To examine proven practice in the development of sales that relies on creating long term effective business partnerships
- To be able to use techniques for achieving enhanced account targets and objectives
- To understand the strategic processes and operational objectives which lead to increased account penetration and maximum profit opportunities
- To develop a broader understanding of how people behave, and the impact on buying decisions
- To build exceptional customer centric relationship which is second to none
- To know how to handle an account meeting and the negotiations within it

WHAT WILL PARTICIPANTS GAIN

There are total of 5 major aspects which will be targeted. Participants will get immense benefit by learning the structured and immediately implementable aspects on:

- Selling Skills
- Customer Relationship Building Skills
- Negotiation Skills
- Personal Effectiveness - Planning & Time Management
- Positive Mental Attitude



TOPICS

Exceptional KAM Introduction and Goal Setting

- What Exactly Is Key Account Management?
- The Changing Role Of KAM
- The Ladder Of Influence
- The 80 : 20 Rule
- Life Time Values Of A Key Account (CLV)
- The Skills Of A Key Account Manager
- Designing Strategies For Different Accounts - Situational Analysis Strategy Matrix
- How To Plan GAP Analysis
- Situational Analysis Overview - SWOT
- Creating A Positioning Statement

Customer Delight And Customer Loyalty

- CLV - Customer Lifetime Value
- Really Knowing Our Key Accounts !
- The Client Needs Pyramid
- Hierarchy Of Client Needs And Wants (Dangers and Dangers)
- Knowing How To Delight Customers - 6 Step Ladder
- Creating Rainbow Giraffe (WHAT?)
- Celebrating Success And Milestones

Sales & Negotiation For KAM

- Marketing, Selling & Negotiation – Differences And Stages
- The Marketing Mix Framework
- The Product Life Cycle (PLC)
- Identifying Unique Selling Points (USPs)
- Telling Is Not Selling (The Most Common Mistake)
- F.A.B. And SPIN and CIMTA Approach (Revenue Enhancer Approach)
- 5 Deadly Errors By KAMs
- NLP Based Advanced Communication
- Preparing For Customer Meetings
- Using The Agenda To Your Advantage
- Key Items To Be Covered In Account Meetings
- The Principles Of Advanced Negotiation
- Outcomes And Their Use
- Preparation And Strategies
- Trading Of Variables & Game Changers
- The Negotiation Planner (Insanely Valuable Tool)
- Dirty Tricks In Negotiation (And How To Safeguard Yourself)

Positive Mental Attitude - PMA

- Staying Motivated - Role Of Conscious and Subconscious
- Developing Your Potential
- Maintaining The Right Mental Attitude
- Time Management 2.0
- Your Way Forward
-AND MUCH MORE

RATING

Previous participants rating on different aspects.of the session

DELIVERY	★★★★★
CONTENT	★★★★★
TRAINER	★★★★★
SESSION	★★★★★

SESSION APPROACH

Adult Learning Principles, Accelerated Learning and Neuro-Linguistic Programming form the nucleus of the masterclass.

Doing this makes the sessions highly engaging, where participants learn faster and the learning points are retained for a longer duration.

This translates to behavior change and performance acceleration.

This approach to learning is influenced by:

- Individual Assessments
- Individual Exercises
- Group Activities
- Videos
- Case Studies
- Brainstorming
- Presentations
- Action Planning



WHAT THEY SAY-

All the sessions were scintillating and very nice. You showed us the mirror - where we need to improve and how. Sales Professionals usually learn sales in their own way and sometimes it's right sometimes it's wrong. This training program ensured we learn the right techniques and right process. Full marks! You have done a wonderful job. We look forward for more sessions.- **Cyrus Engineer, Managing Director, Shapoorji Pallonji International Properties**

His session was captivating. He explained in a very simple, interactive way. The leanings from his session stay with you. - **SHARMILA SAHAI, Managing Director, Timex**

It was great to have Mr. Mihir Koltharkar train our sales managers in the online course. Having attended his course on Negotiations Skills, I felt compelled to let our sales team also have the opportunity to learn from a world class trainer. The session was worth every cent and more. I can see the attitude of the team change for the better, and they are working in a more planned manner. I would recommend Mr. Mihir to anyone who is looking for a training program be it an entry level or for more experienced teams.- **VAIDYANATHAN, National Sales Head, VOX**

Training by Mihir is very different and brings out ones inherent potential. It just gives us the right perspective of sales, customer mindset and real negotiating skills. It's a big eye opener and helps to chalk out a clear cut roadmap for those who want to make it big in their sales career. The scientific approaches taught by Mihir is truly awesome. He is very professional in his training and shares lot of details and content. His hands on experience and vast cross geographical exposure adds a lot of value to his training sessions and makes it truly a class apart. I had an opportunity to attend his training session and I am sure this is going to help me in my career a long way. Would like to attend other sessions of Mihir in the future too. Thank you Mihir - **LATA M, Business Development Head, IMA**

USA Participant Reviews From Previous Batches:

- If you believe in Miracles – then this session is one of them !
- I have been in Sales for 20 years, and still I learnt lot of new things
- Great knowledge, great workshop. Totally a different experience. Each point and technique was explained in a different way. It was just excellent. We did not realize how time flew!
- There are so many places I have changed. I experienced complete transformation
- I feel sales is not JUST sales anymore - I am now a professional sales person. Thanks to Mihir.
- To get this information outside, I don't know how much time it would have taken , how many efforts it would have taken, and where would I have gone
- This is the best trainings we have attended. It has been an eye-opener
- We thought we were great sales people but this session has really opened us to be sales professionals
- Mihir has an excellent way of imparting subject knowledge.
- 'Fabulous' is a small word - It has really changed my perception
- It has turned out to be a lifetime experience for me
- Mihir's session was very interactive, having new and relevant information with practical techniques. It was just perfect for me. The experience was great!
- Saying Thank you is just not enough because my brain seems to have opened up.
- It's like I have never known things this way before
- Negotiation looked very hard to me, after this session, it looks easy
- From Day 1, when Mihir started speaking, I felt its just AWESOME! I feel I have gone from one level to another to another
- I have been in sales for 10 years and still every single concept was new to me



STRUCTURED APPROACH

There is a **Structured Approach** for teams attending the sessions to cater to the needs of the organization. No extra fees are charged for the time, efforts and customization.



DURATION AND INCLUSIONS

Session Duration - 2 or 3 Full Day Live Sessions

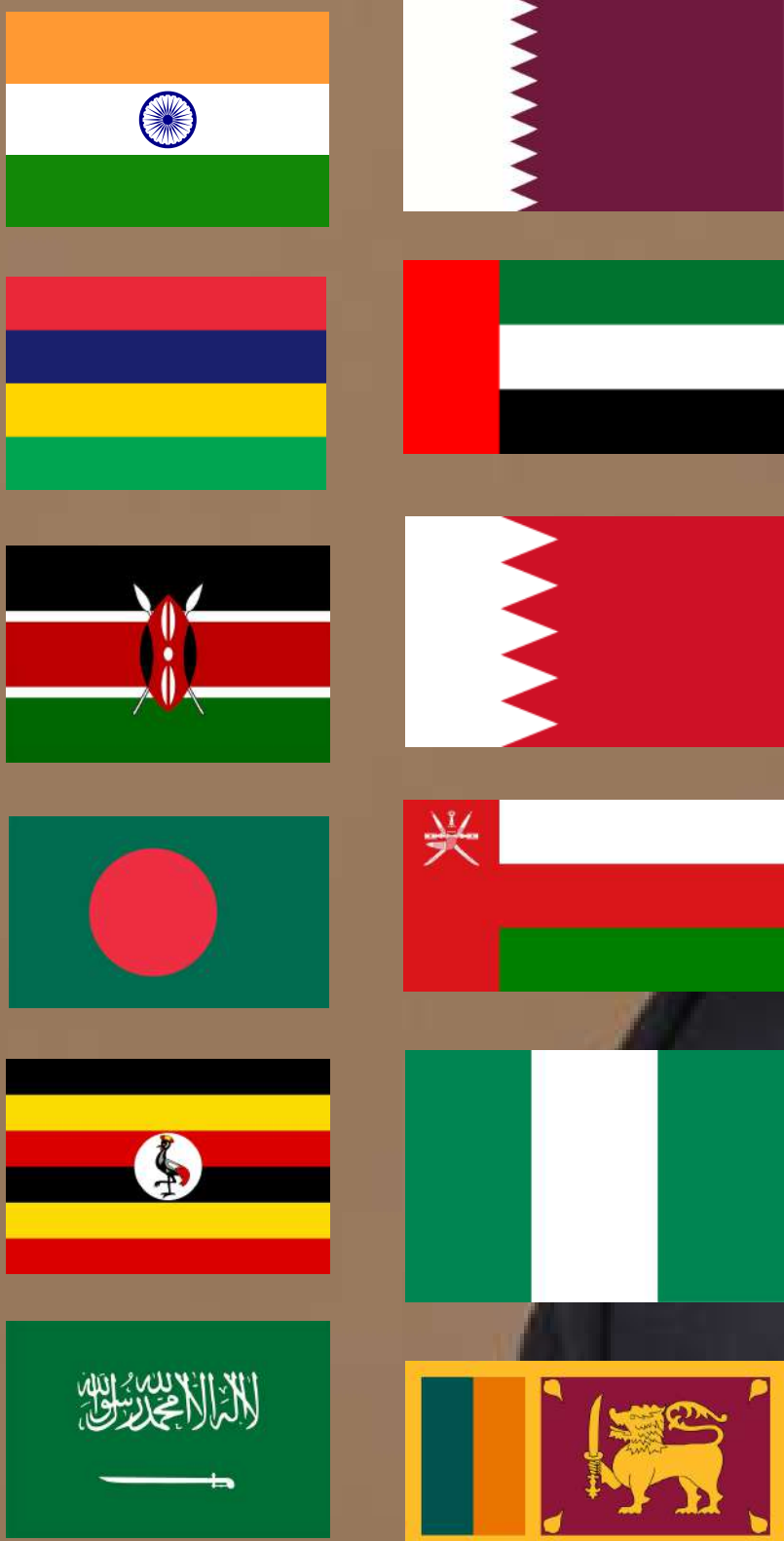
INCLUSIONS:

- Training Need Analysis for Course Customization And Effectiveness
- Exceptional Delivery Of Sessions
- Checking Of Individual Assignments And Feedback
- Training Materials During The Course
- Training Completion Certificates (Can be Co-Branded If Required)
- Suggestions For Process Improvement
- 60 Day Implementation Support (If Participants Have Queries During Implementation)
- Air Travel and Hotel Stay

MEDIA COINED NAMES FOR HIM

'SMILING BUDDHA OF SALES' & 'MR.SALES'

FEATURED IN THE
TOP 20 BEST
GLOBAL SALES
TRAINERS



MIHIR KOLTHARKAR (MR.SALES)

24 YEARS | 12 COUNTRIES | 2500+ SESSIONS

FEATURED IN THE TOP 20 GLOBAL TRAINERS IN SALES

GLOBAL TRAINING & DEVELOPMENT AWARD WINNER

PRIDE OF INDIA (NEGOTIATION SKILLS) WINNER

AUTHOR – IMPOSSIBLE SALES

SME WORLD SUMMIT SPEAKER

TEDX SPEAKER (TWICE)