

# Strategic Account Management

Companies and especially small entrepreneurial businesses need to strategically adapt their key account management approach to keep their competitive advantage when selling complex solutions to large enterprises in order to maintain a sustainable supplier/customer relation. Selling complex solutions could be highly profitable and sustain key account revenue growth and customer loyalty. However the traditional relationship model no longer guarantees success in capturing, retaining and expanding business with large enterprises. This is attributed to known factors such as: Increased **sophistication** of customer requirements, **consolidation** of supplier alternatives, increased **customer power** in demanding better and better delivery and service levels, **commoditization** of traditional solutions and **globalization**.

The Strategic Account Management (“SAM”) program was created to facilitate the transition to a strategic approach to key accounts and to position small businesses to more effectively compete for new key account opportunities. Assisted by an e-book (template) Strategic Account Plan the session focuses on the Imperatives for Strategic Key Account Management

- Build a competitive growth strategy that defines growth sources and key account added value
- Develop and manage a key account structured plan

This program focuses specifically on addressing strategic needs , requirements and innovative solutions of high value that attract the attention of senior management . It sets out a roadmap for capturing and/or maximizing sales opportunities as a long term strategic commitment which includes:

- Selling value and defining what “value” means for the key account
- Measuring the true profitability of the key account and identifying the key account financial sensitivities
- Engaging senior managers from across the business in the key account strategic planning process
- Engaging the key account at the highest level in order to understand the key account’s decision making process and the way suppliers are evaluated and valued.

The SAM program “dovetails” and is a companion and at times a pre-requisite to “Winning the Big Deal”

	<b>STRATEGIC ACCOUNT PLAN</b>
	<b>For</b>
	<b>ABC COMPANY</b>
	[Address]
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	ACCOUNT EXECUTIVE:
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