



# SALESLEVERS

## Key Account Management

### Why?

Key accounts can make or break a business. Their ability to generate growth and to create secure long term income makes them extremely attractive. On the other hand, there are risks of over-concentration and unbalanced power.

Leading and working in key account teams requires a distinct set of skills, attitudes and processes from hierarchical sales and management.

SalesLevers trains key account leaders and their teams and helps businesses design and implement key account strategies, structures, processes, and tools.

### What?

**Skills, tips, techniques, and methodologies to make the most of key accounts**

**1 Why this matters**

**2 Defining KAM – the Gyroscope model**

**3 Centre on the customer**

**4 Strategies**

**5 Structures**

**6 Processes**

**7 Tools**

**8 Customer interactions**

**9 Leading a key account**

**10 Make it happen**

### How?

**Training Ground:** Develop salespeople through:

1. **Face-to-face workshops** (typically 3 days) using the most appropriate SalesLevers methodology from classic training to applying the approach to specific accounts using our Fit4KAM methodology.
2. **Remote learning** (typically mini-sessions building into a 10 hour programme) or
3. A **hybrid** approach.



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**Kitbag:** Work on key account management tools e.g., account plans

**Playbook:** e.g., account development processes

## What if?

Our Fit4KAM approach delivers meaningful results.

- 2 year contract renewal with pricing interest for an “under threat” relationship with a European supermarket chain.
- Engaging the CEO of a 30,000+ employee customer in a video campaign endorsing the supplier’s product range to the employees.
- 5% price increase in the face of aggressive competition.
- £400,000 (30%) increase in Year-on-Year sales to a global sportswear brand.
- Identification of >100 new buying points in a textiles manufacturer.
- Improved share of wallet growing sales by 51% when customer only grew by 5%

Why SalesLevers?

Dimensions is the market leader in tailored corporate uniforms working with the likes of McDonalds, Royal Mail, British Airways and Aldi. *“Recently I have been working on a Fit4KAM. Working with the team has really reinvigorated our passion for keeping it simple and focusing on the things that matter. In a time when we are all working out how do we ‘get back to normal,’ focusing on clear data driven decisions that are linked to delivering real client value must be high on the list of what we need to do. Whilst I believe I have the best team in our industry, having an experienced set of ‘external eyes’ challenge and test us has been invaluable.”* Phil Harland, Sales Director, Dimensions