



... → Key Account Manager

Role Description

Key Account Manager (KAM) is one of the most critical roles for any organization and offers long-term potential for delivering substantial revenue gains and maximizing retention of the most important clients. Note that this proactive role is a significant step change from Account Manager, and can only effectively be filled by high-caliber individuals capable of delivering a complex mix of sales and business skills while operating comfortably at C suite level.

This very senior business role requires: significant knowledge and understanding of business strategy and goal setting; the ability to research and analyze market dynamics; interpretation of results and determination of likely outcomes and associated actions required; creation of business and financial value propositions; high-level cross-company and partner engagement skills; and a strong sense of purpose, direction and leadership.

The KAM role involves detailed research and analysis of the dynamics within the key account and of their market, as well as the ability to demonstrate how and by what means the relationships will mutually enhance both businesses over time, particularly relating to growing agreed, significant business metrics, such as Net Present Value (future free cash flow) for both organizations

Abilities

Candidates for Key Account Manager roles require a wide range of high-level capabilities to perform this role including the ability to:

- **Identify** and prioritize key accounts by mutual future growth in key financial metrics such as NPV.
- **Develop** a deep understanding of the customer business, strategies, markets, competitive landscape and operating methods.
- **Craft** customer-focused strategies that deliver positive impact for customer, customer's customer and own business.
- **Create** offering models for key accounts, engaging cross-company or beyond as required to deliver real business value propositions.
- **Build** appropriate relationships at senior levels across customer, partners and own business and communicate effectively.
- **Develop** clear commercial strategies that create true 'win-win' for all parties.
- **Manage** conflict at all levels, driving through acceptable outcomes for all parties.
- **Deploy** effective negotiating and selling strategies in the key account and internally, using other resources as required to achieve outcomes.

AMERICAS

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