



The Association for
Key Account Management

Welcome to AKAM's workshop on Global Account Management

Hosted by the Netherlands Sales Management Association

8th February 2018

Professionalising Key Account Management

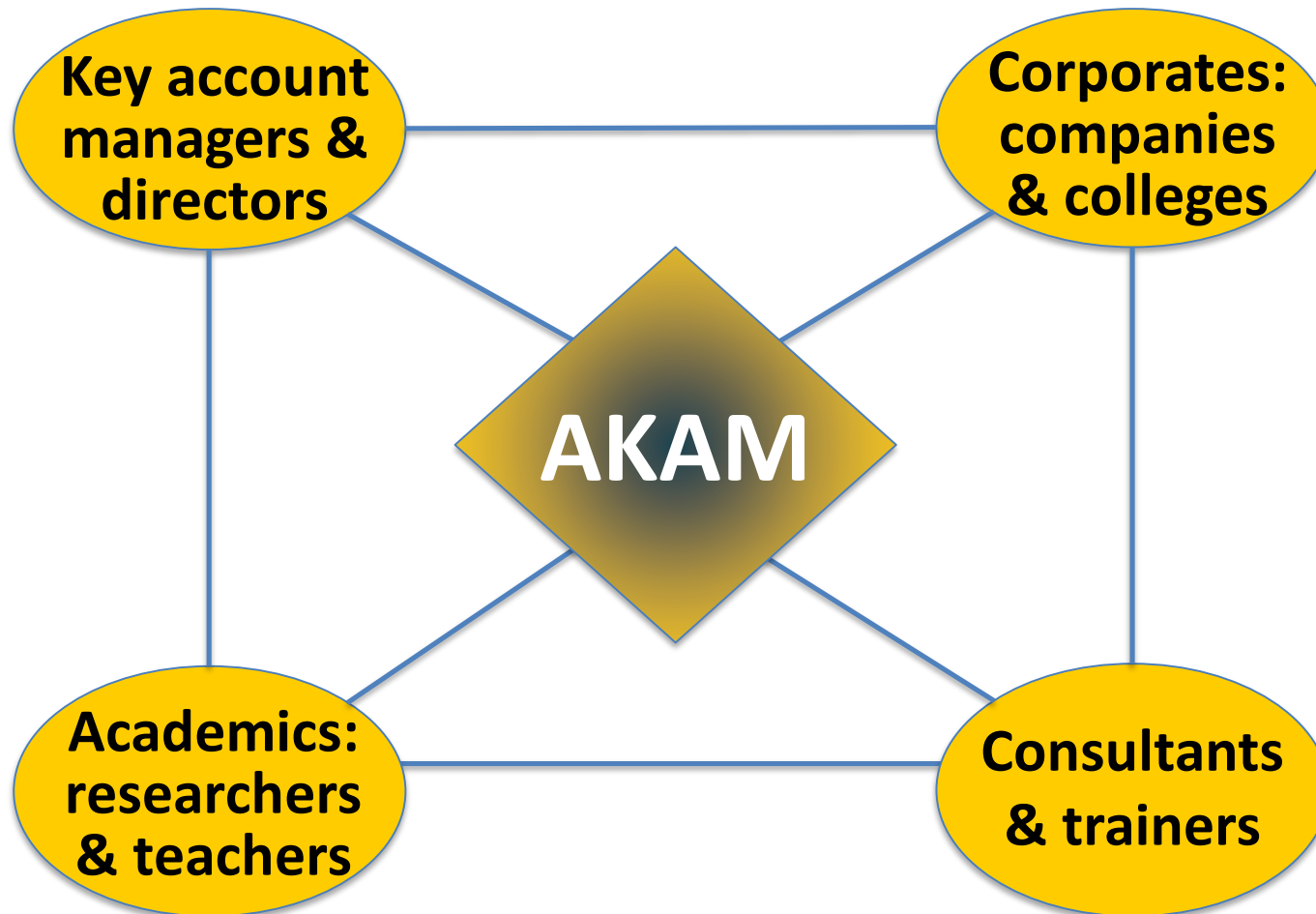
Why AKAM?

- Increasing strategic importance of key accounts and therefore key account management.
- Commonly poor understanding of KAM and idiosyncratic practice.
- Lack of recognised principles/processes/tools to apply to practice
- Lack of globally recognised professional qualification for key account managers, or universally accepted competencies.
- Lack of broad, balanced and relevant community to develop those competencies
- Relatively low levels of research to support practitioners

**AKAM – on a mission to professionalise
key account management**

The AKAM community

Website A4KAM.org



Who are we? Current Board members



Diana Woodburn
Chairman, UK



Olivier Riviere
Deputy Chair, Germany



Tony Buckley
Treasurer, Ireland



Mike Green
KAM Director, UK



Fawaz Baddar
Professor, France



Freddy Couchy
KAM, France



Richard Ilsley
Consultant, UK



Geoff Quinn
Pfizer, UK



Jakob Rehme
Professor, Sweden



Antonella La Rocca
Researcher, Norway



Ivan Snehota
Professor, Switzerland



Armelle Dupont
GAM, Switzerland



Björn Ivens
Professor, Germany

Agenda

9.30 Welcome and agenda

Olivier Rivière, AKAM Deputy Chairman
Eiso Bleeker, Sales Management Association, Netherlands

9.45 A Framework for Global Account Management

George Yip, Professor of Marketing and Strategy, Imperial College Business School

11.15 Break

11.30 Central Yes, Local No? How opposing views can help and hinder GAM implementation.

Alistair Taylor, Director, Brightbridge Consulting

12.30 Lunch

13.30 Feedback on group discussions of GAM implementation

14.15 AKAM news and developments

Olivier Rivière, AKAM Deputy Chairman

14.45 Break

15.00 The transition from KA Management to GKA Management

John Bailey, Director – International Key Accounts, Hiab AB, Sweden

16.30 – 17.00 Discussion and close



The Association for
Key Account Management

AKAM today

Website

A4KAM.org

Olivier Rivière

Deputy Chairman, AKAM

Professionalising Key Account Management

How are we fulfilling our mission?



- Helping to raise knowledge and standards in KAM
 - Building Member Resource Centre on website
 - Building the KAM community and networks
 - Developing meetings, workshops and conference, across Europe and building the community
 - Certifying KAM development programmes in corporates and independent providers
- Supporting and gaining recognition for KAM and key account managers
 - AKAM Diploma in Key Account Management
 - KAM job advertisements
 - Key Account Managers of the Year Awards

Website
A4KAM.org

Raising knowledge and standards



6 past workshops,
29 downloadable
presentations/outputs

INSIDE THE MEMBER RESOURCE CENTRE

- ✓ KAM papers and articles
- ✓ Tools and diagnostics
- ✓ Expert videos
- ✓ Free member meeting registration
- ✓ Workshop presentations
- ✓ KAM case studies
- ✓ Member networks
- ✓ Special offers for members

27 pieces on KAM, ready
to help when you are,
including practical tools +
invaluable reference list
for KAM students

166 corporate and
individual members to
contact

Building the community & network



Communication

- Bulletin launched in September, available to all, approximately monthly.
- 4 so far with news, ‘food for thought’/ challenges and articles:
 - Creating value propositions in KAM
 - Trouble with targets
 - KAM in large and small companies
 - Account Based Marketing
 - How incentives undermine KAM
 - What makes a good Key account manager
 - What get s organisations stered on KAM
 - Shareholder value measurement
- Blog and news on website
- Twitter account and LinkedIn site, in need of your participation – let’s open up a dialogue about KAM!

SUBSCRIBE TO OUR BULLETIN

Enter email address

Subscribe free

Meetings 2018



EVENTS



What are we doing? [Click here](#) for a list of AKAM events or for more details / sign-up for the next event.

17th May Vilnius, Lithuania - Key Account Managers (workshop)

At the International School of Management (ISM)

Challenges for/about key account managers and programme leaders

- Clara Carter, Accord Healthcare, experienced KAM practitioner leader on developing skills and matching KAMs with customers
- Gintare Betaite, Amrop: what employers and recruiters are looking for in KAMs
- Kristina Maikštėnienė, ISM, KAM research

18th October France, 2nd Annual AKAM Conference



At IESEG, La Défense, Paris

Range of KAM topics and speakers



Qualifying key account managers Certifying KAM programmes,



AKAM Diploma

- Pilot students approaching completion
- New guide to approach for practitioner applicants developed from pilot experience, now on website
- 3 Diplomas: by experience for working practitioners; by study for certified university courses; Advanced (to be specified)

KAM QUALIFICATIONS

How to demonstrate your competency as a professional key account manager.

KAM PROGRAMME CERTIFICATION

For companies, trainers and universities / colleges.

KAM programme certification

- Corporate in-company development and academic and training provider courses
- Alignment with AKAM Diploma competencies
- Process formulated and available on request
- IESEG (France) currently first, in progress

Putting people together professionally

Member network plus:-

KAM job ads

- Response to requests from key account managers – too many ads really Sales, not KAM, wastes time and energy.
- Next stage: inform corporates, recruiters and HR managers.
- Great deal: low price, lots of space to describe job and applicant, well-filtered candidates



2 Key Account Managers of the Year Awards 2018

For a top KAM in a large company

AKAM KEY ACCOUNT MANAGER OF THE YEAR



Employed in a **large** company.

For a KAM in a SME

AKAM KEY ACCOUNT MANAGER OF THE YEAR



employed in a **SME** (max 250 employees).

- The position deserves recognition – and so do you!
- Are you a good key account manager or do you know one?
- The winner could be you – why not? (And you get to keep the Award for life).
- All details on the website, including judging criteria: simple process.
- Applications by 31st March, Awards by 31st July 2018.