

How to get a Diploma in KAM

Dr Diana Woodburn
BSc, MSc, MBA, PhD, FCIM



The Association for
Key Account Management

Professionalising Key Account Management | a4kam.org



The Association for
Key Account Management

Webinar protocols

a4kam.org

- Please keep your video off and your microphone muted to avoid background noise
- You can ask questions during the presentation: either unmute to ask directly or type into Q&A (see bar at bottom of Zoom screen)
- If you have questions afterwards, please email woodburn@marketingbp.com or info@a4kam.org
- The webinar will be recorded and available on the website in KAM Diploma/How to gain the AKAM Diploma and Member Resources





- Specialising in Key Account Management (KAM) since 1996/7
- People and company development in KAM, research, writing, new concepts, teaching and consultancy
- Founded Cranfield KAM Best Practice Club in 1998, Warwick in 2005, AKAM in 2016 (now Chairman)
- Best-selling book 'Key Account Management: The definitive guide' and the 'industry' reference, the 'Handbook of Strategic Account Management'
- Multi-sector and multi-country: taught over 3,000 key account managers and over 500 directors





The Association for
Key Account Management

Content of this webinar

a4kam.org

Why... AKAM and you?

Who... Key Account Managers?

What... is it, what does it cover?

How... does it work?



The Association for
Key Account Management

Why is AKAM offering a Diploma?

a4kam.org

- To evidence the professionalism of key account managers
- To define the nature of the KAM position
- To demonstrate the difference between KAM and sales
- To encourage corporates and their HR departments to recognise KAM as a management discipline.





- To evidence your competency and value to your current employer
- To prove that you are much more than a salesperson
- To demonstrate your level of competency as a key account manager to prospective employers
- To gain an edge on other candidates when applying for new positions
- To prove your competency to yourself
- To identify and fill in any gaps in your competency portfolio

Working Key Account Managers with experience

- Probably 3+ years of experience, so you have had opportunities to gain the required competencies
- If less, AKAM's competency framework provides a development track, you can add competencies as you achieve them



Rigorous Recognition of Prior Learning (RPL)

What is RPL?

- Recognition of the expertise you have already gained
- You demonstrate you have achieved a set of specific competencies defined by AKAM
- Write up how you meet that set of required competencies
- No fixed course of learning – no course you have to pay for, no predetermined time or place you have to be

So you can continue working while you write up your competencies at your own pace

You can be anywhere in the world



1. Business and customer understanding

- 1.1 Knowledge of own company
- 1.2 Customer understanding
- 1.3 Value creation
- 1.4 Strategic planning for key accounts

3. Organisational effectiveness

- 3.1 Communication
- 3.2 Project management
- 3.3 Leadership

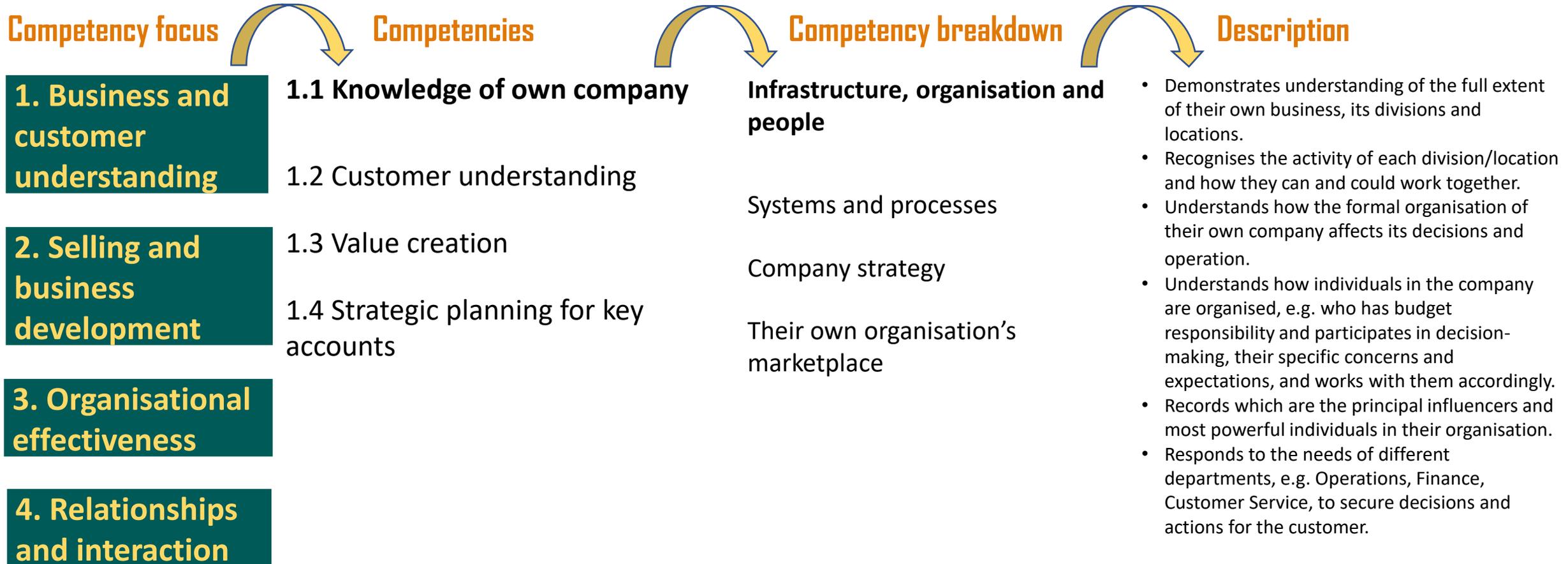
2. Selling and business development

- 2.1 Product/service and application knowledge
- 2.2 Consultative selling and business development
- 2.3 Negotiation with customers
- 2.4 Financial understanding

4. Relationships and interaction

- 4.1 Customer categorisation and relationships
- 4.2 Internal relationships and key account teams
- 4.3 Collaborating

Pass
12 of 14



Write up your competencies



- Relearning how to write may be the toughest part!
- There's nothing worse than a blank page! So use our extensive competency descriptions and workbooks for support and guidance
- Provide 'evidence' and write less
e.g. instead of writing, send a strategic account plan to demonstrate your strategic account planning, or details of a course you've attended
- Get feedback from a mentor to learn how to do write-ups
- Write up your first and we'll assess it so you know how to continue with others



AKAM
The Association for Key Account Management
Diploma competency workbook

1
Business and customer understanding

Name: _____
Organisation: _____
Date: _____
The Association for Key Account Management | info@akam.org

1.1 Knowledge of own company

Supporting items of evidence submitted (if applicable):

Infrastructure, organisation and people

- Demonstrate understanding of the full scope of their own business, its structure and business model.
- Recognise the activity of each department and how they can and should work together.
- Understand how the formal organisation of their own company affects its success and longevity.
- Understand how individuals in the company, by using their own responsibility and performance objectives, can make a difference to the company's success.
- Recognise what are the principal differences and similarities between their own organisation and other organisations in their industry.
- Identify the needs of different departments, its customers, its internal customers and its external customers.

Company's strategy

- Fully understand, work with and influence objectives and processes.
- Recognise the impact of the own organisation's culture and processes on the customer.

Business and processes

- Demonstrate understanding of their own organisation's other key performance indicators in the main.
- Articulate their organisation's current and potential capabilities, noting significant limitations.
- Appreciate the getting processes of the organisation, including its safety, speed, cost and quality.
- Call explain how the organisation makes relevant decisions.

Customer organisation

Supporting items of evidence submitted (if applicable):

Customer's infrastructure, organisation and people

- Demonstrate understanding of the full scope of the customer and its service locations.
- Appreciate the activity of each location and how they work together.
- Recognise how the customer makes different decisions and how the formal organisation affects decision making.
- Appreciate customer organisation and how it affects the customer's success.
- Call explain the customer's current and potential capabilities, noting significant limitations.
- Call explain the customer's current and potential capabilities, noting significant limitations.
- Demonstrate knowledge of the customer's current and potential capabilities, noting significant limitations.

Systems and processes

- Demonstrate an understanding of the customer's value chain.
- Appreciate the getting processes of the customer's value chain, including its safety, speed, cost and quality.
- Call explain how the customer makes relevant decisions.

Diploma competency workbook | Business and customer understanding | 1

- **Detailed competency descriptions:** help you understand what we're looking for
- **Workbooks:** online writable pdfs
- **Mentoring:** someone who understands it all to give you feedback on your write-ups – free for 2021 (your own arrangements after that)
- **KAM reference material:** Member Resources with 100+ items if you need more info
- **More learning opportunities:** live and recorded webinars, AKAM Bulletin, optional underlying theory modules
- **Establish requirement for the Diploma:** working with corporates and professional associations (like HR)

KAM is a cross-functional discipline

To understand how your own company works, how your key account works and how to create and deliver value, you need at least a basic knowledge of:



- Key Account Management
- Marketing
- Supply chain
- Buying/Procurement
- Selling/Business development
- Finance
- Organisational behaviour
- Leadership

AKAM theory modules

For those who haven't had/can't get an opportunity to learn about these disciplines. If you haven't you could get a book instead (there's a list on the website)

- If you already have a grounding in these areas, you don't need these modules.
- Eight c. 2-hour online recorded lectures from subject experts
- Optional extra, additional cost



Registration:
Pay 1st half of
fee & register
for Diploma

Mentoring:
Choose mentor,
optional but
recommended

Trial:
Complete one
competency
and submit to
AKAM

**Complete
competencies:**
Minimum 11
more

Assessment:
Pay AKAM fee
and submit
competencies

Viva:
Validation
by video
conference

Qualification:
Congratulations!
You have a
Diploma in KAM





The Association for
Key Account Management

Fessing up about fees

a4kam.org

Registration

Includes 2-year membership of AKAM, admin, assessment and feedback on 1 competency, mentoring (2021) €750

(Corporate member candidates €250)

Qualification

Includes assessment of the remaining 11 competences, admin and award of diploma with certificate €750

(Corporate member candidates €750)

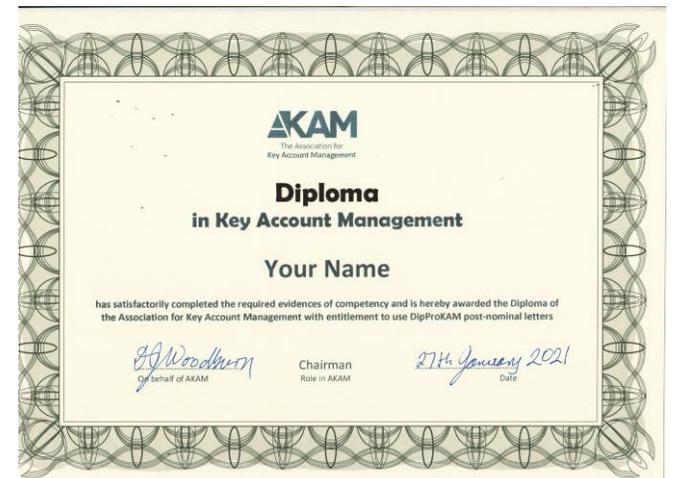
Optional theory modules

Includes unlimited repeated access to 8 x 1¾ - 2 hour recorded lectures for up to 2 years €450

What do you gain?



- Better understanding of your quality and value for yourself
- Reflective learning and 'gap-filling'
- Better case for your quality and value for your employer, support for your career development
- Assurance of your quality and value for recruiters
- Certificate and DipProKAM post-nominal letters





The Association for
Key Account Management

Next webinars: exclusively for members

a4kam.org

11:15-12:15 p.m. GMT/
12:15-1:15 p.m. CET

Aligning your objectives with Procurement

Friday 19th February 2021, Colin Scott | Grange Partnership



Learn how to

- Clarify the objectives of Procurement clients
- Change our proposition to better align with client Procurement

Key Account Journey Mapping

Friday 12th March 2021, Denis Chapman Snr | The Chapman Group



Learn how to

- Understand and optimise critical touchpoints within the relationship
- Engage complex and always changing accounts
- Create the environment for access, transparency, and relevant collaboration