

How to get a Diploma in KAM

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The Association for
Key Account Management

Professionalising Key Account Management | a4kam.org



The Association for
Key Account Management

Webinar protocols

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- 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





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Content of this webinar

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Why... AKAM and you?

Who... Key Account Managers?

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

How... does it work?



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Why is AKAM offering a Diploma?

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- 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



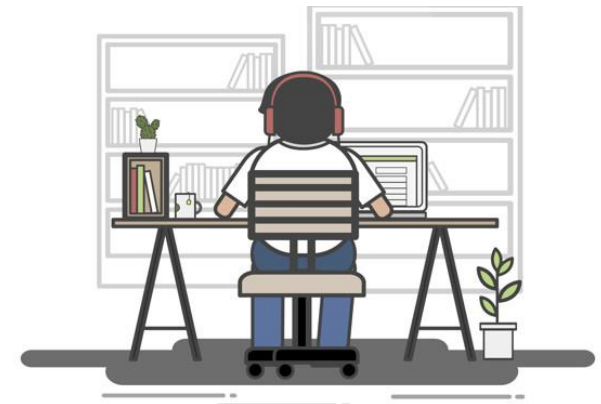
Rigorous Recognition of Prior Learning (RPL)

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

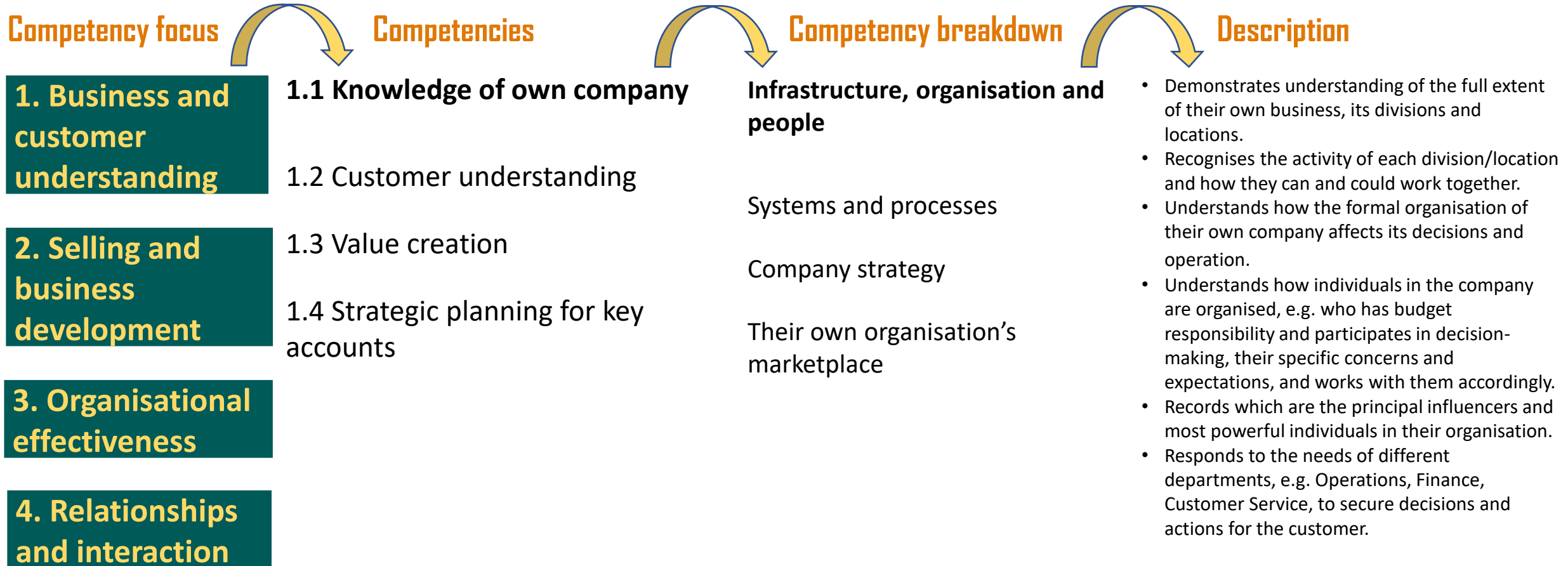
2. Selling and business development

- 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



The screenshot displays the 'Diploma competency workbook' for 'Business and customer understanding'. It features a large number '1' and a list of competencies. The visible sections include:

- 1.1 Knowledge of own company**
 - Supporting items of evidence submitted (if applicable):** [Empty box]
 - Infrastructure, organisation and people**
 - Demonstrate understanding of the full scope of their own business, its structure and business model.
 - Recognise the activity of their own organisation 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 their own initiative, responsibility and performance, contribute to their success, and assess their own contribution.
 - Recognise what are the principal differences and similarities between their own organisation and other organisations.
 - Identify the needs of different stakeholders, e.g. Customers, Suppliers, Customers Services, to secure success and advice for the customer.
 - Company's strategy**
 - Fully understand, work with and influence objectives and business development processes.
 - Recognise the impact of their own organisation's culture and performance on the customer.
 - Company's strategy**
 - Understand and articulate their organisation's strategy.
 - Understand and articulate the role of their own organisation's culture and performance on the customer.
 - Appreciate how the strategy impacts on customer decisions and actions.
 - Business and processes**
 - Demonstrate understanding of their own organisation's other key responsibilities and processes in their own organisation.
 - Articulate their organisation's current and potential capabilities, noting significant limitations.
 - Appreciate the getting processes of the organisation, and how they can and should work together.
 - Call evidence how the organisation makes relevant decisions.
- 1.2 Customer organisation**
 - Supporting items of evidence submitted (if applicable):** [Empty box]
 - 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 can and should work together.
 - Collaborate and help to establish a relationship with the customer organisation.
 - Collaborate and help to establish a relationship with the customer organisation.
 - Recognise the impact of their own organisation's culture and performance on the customer.
 - Demonstrate knowledge of the customer's culture and appreciate how to address it in different locations.
 - Systems and processes**
 - Demonstrate an understanding of the customer's value chain.
 - Appreciate the getting processes of the customer's value chain, and how they can and should work together.
 - Call evidence how the customer's systems and processes affect the customer's relationship with the supplier.

At the bottom, it says '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





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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)

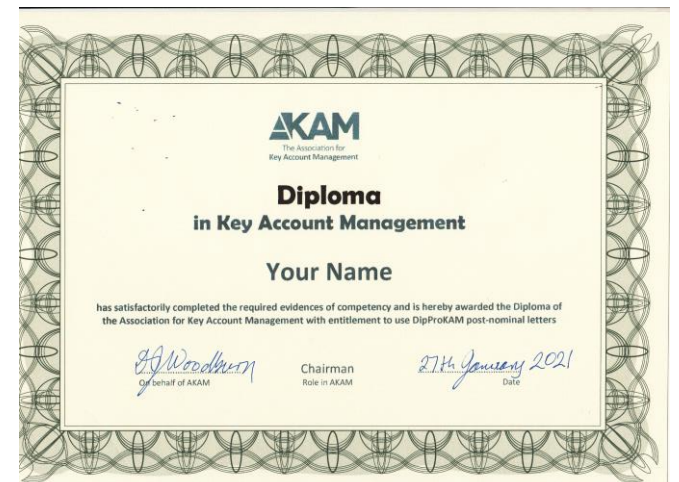
Optional theory modules

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





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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

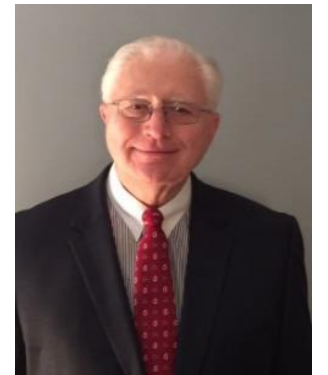


Learn how to

- 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