



Key Account Management (KAM) Training

The Bid Solutions Key Account Management (KAM) Training Course develops skills to introduce structure and maximise lead generation, account growth, client retention and cross-selling through improved insight and conversation quality. Without a KAM structure in place, growth can be stunted, unpredictable and uncontrolled, resulting in limited pipeline visibility and missed opportunities.

In this course, we will teach you how to achieve steady and predictable growth by planning and implementing effective client development programmes. You will learn how to drive successful key account management (KAM) through targeted research, aligned tactical marketing efforts, co-creating solutions, and having insightful conversations with clients and prospects at the right time and place. You will be empowered to extend your influence and build strong relationships with the right people.

The program is led by Jeremy Brim, a work winning specialist with 20 years' experience in securing clients and opportunities of all sizes across various sectors (including private, public and federal sectors) on a global, regional and local scale. Jeremy is a globally accredited trainer with the Association of Proposal Management Professionals (APMP) as well as a lecturer in KAM, capture and bidding at Cranfield University School of Management.

To discuss your unique training needs please call **+44 (0)208 1583952** or visit **bidsolutions.com**



Bid Training
Educating Winners



Course Outline

The course sessions will deep dive into each element of KAM, including:



Overview and set up

- Overview of KAM best practice
- Defining and selecting key accounts
- KAM within the business growth agenda/operating model
- KAM team formulation



Strategy and plan

- Client business plan, pipeline and objectives
- Your objectives and desired position
- Gathering research
- Internal buy-in
- KAM plan set up and management



Executing the plan

- Relationships
 - Initiating, protecting and strengthening relationships
 - Relating to buyers' wants
 - Journey to trusted advisor
 - Relationship planning
 - Engaging with the client and influencers
- Action planning
 - Regular reviews
 - Campaign management
- Solution
 - Understanding how the client makes buying decisions
 - Co-solutioning
 - Teaming/partnering/alliances
 - Leveraging supply chains



End game and continuous improvement

- Negotiation
- Transition to capture and/or proposals
- Ongoing performance management
 - Management of live work, and planning to re-compete
 - Net Promotor client customer experience (CX) surveys/interviews
 - Annual reports
 - KPIs/league tables
- KAM Programme Reviews and Continuous Improvement



Knowledge transfer and capability development

Structured learning, such as training, is just one aspect of how Bid Solutions teaches our clients to succeed and create value. We offer coaching and support to help client teams improve their skills and embed best practices into their work culture, using digital tools and processes to facilitate this approach.

Contact us to learn more about how we deliver winning capabilities through structured learning, social learning, and on-the-job interventions.



Who would benefit from attending?

Client Account / Sales Leads should attend to develop their understanding of this critical phase in the business development lifecycle. It will:

- **Demonstrate the value of high-quality input into client account strategy**
- **Enable higher conversion rates through influence, quality insight and positioning**
- **Deliver long term valued relationships with clients through building trust, moving to trusted advisor status**

Service Delivery Leads who are responsible for developing the solution and running the service once the business is secured should attend to further develop:

- **Their approach to building and co-solutioning valuable winning service delivery models that deliver value and innovation for the client**
- **Their skills in leading the deconstructing client questions to generate compelling content and responses in meetings**
- **How to deal with client concerns and move back to positive relationships.**

Contributors or subject matter experts (SMEs) should attend to:

- **Understand the full business development environment and how to play a winning part in it**
- **Acquire skills in challenging and verifying strategy**
- **Understand their lead role in solution development**
- **Hone skills in engaging with client teams**

Bid Managers should attend to build on their techniques and approach to:

- **Playing a part upstream of bidding, to influence the robust management of key account programmes, leading to well positioned recompetes**
- **Engaging senior colleagues in value proposition development**
- **Project management, process and governance**
- **Maximising outputs from meetings and facilitating high impact reviews**
- **Understanding how they can help their teams successfully improve their presentations and pitches to win business**