

Handout 10 - The role of Key Account Management

Strategy: Delivering the organization's strategy	Marketplace: Working with key customers	Operations: Effective KAM implementation
<p>Realising the strategy and vision</p> <p>Providing market insight and reflecting market changes through leading customers</p> <p>Identifying and creating new markets</p> <p>Defining and achieving value-add for customer and supplier</p> <p>Providing a route to innovation</p> <p>Integrating route-to-market strategy with marketing and product development</p> <p>Managing a major 'source of risk'</p>	<p>Working together with customers who want to work with your company</p> <p>Developing relationship-led business (not product selling)</p> <p>Enabling joint development</p> <p>Leveraging suppliers' range of capabilities and broader portfolio of products into customer</p> <p>Planning and forecasting</p> <p>Providing suppliers' credibility with customers</p> <p>Managing resources</p>	<p>Offering a single point of contact, internally and externally</p> <p>Orchestrating cross-functionally, cross-boundary</p> <p>Aligning strategy and plans with operations</p> <p>Implementing transactional cost reductions</p> <p>Developing effective processes</p> <p>Enabling contact review of control</p> <p>Providing tailored reporting</p>