

1. How well developed is key account management in your organisation?

Score out of 10: 0= not at all; 10= best practise.

Does KAM in your organisation have:	Before completing the course	After completing the course
A role in achieving the strategic vision?		
High profile support from senior management?		
Buy-in from appropriate organisational framework including teams?		
Careful selection of appropriate customers?		
Deep understanding of key customers and their strategies?		
Well-grounded, analysis based customer plans?		
Customised offers, service or costs?		
Excellent, well-rounded key account managers?		
Excellent communications?		
Supportive, effective, dependable processes?		
Total		

2. How well do you know your key accounts?

Score out of 10: 0= not at all; 10= best practise.

Do you know:	Before completing the course	After completing the course
Your key customer's segments/products and how you add value to them?		
The customer's strategic plan?		
The customer's financial health (ratios ect.)?		
The customer's business processes (logistics, purchasing, production, ect.)?		
What the customer values/needs from the suppliers?		
Your company's proportion of the customer's spend?		
Which of your competitors the customer uses, why, and how it rates them?		
How much attributable (interface) costs should be allocated to your customer?		
The real profitability of the account?		
How long it takes to make a profit on a major new customer?		
Total		