



Certified Key Accounts Manager

Vskills Certifications

Vskills Brochure



Skills for a secure future

Certified Key Accounts Manager

Key account management also called as KAM, involves planning and managing a partnership amongst an organization and its most important customers. Key accounts are crucial to a sustainable and long-term growth of the company. Key accounts require a substantial investment of time and resources to fulfill their needs and address their concerns. Sales professionals engaged in key account management must develop a clear strategy and program structure to serve and grow these strategic accounts.

Vskills certification for Key Accounts Manager assesses the candidate as per the company's need for key accounts management. The certification tests the candidates on various areas in key account strategy, relationship management and negotiation skills

Why should one take Key Accounts Manager certification?

The certification enhances your skills and knowledge in key accounts management. This Course is intended for professionals and graduates wanting to excel and would like to take certification for further career progression. Professionals and students are able to showcase their skills and knowledge in key accounts management.

Earning Vskills Key Accounts Manager Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

The certification covers

- Key Account Development
- Key Account Strategy
- Relationship Management
- Negotiation Skills
- KAM Key Metrics

Who will benefit from taking Key Accounts Manager certification?

Sales or marketing managers, professionals, executives immensely gain from this certification. Job seekers looking to find employment in sales or marketing or key accounts management departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Excludes taxes)*

*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Companies that hire Vskills Certified Key Accounts Managers

Key Accounts Managers are in great demand. Companies are constantly looking and hiring skilled key accounts managers. Various public and private companies also need key accounts managers for their key accounts or sales or marketing departments. IT and consulting companies like IBM, TCS, Accenture, etc., require key accounts managers.

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- 1.1 What is a Key Account?
- 1.2 What is Key Account Management?
- 1.3 Why Key Account Management?
- 1.4 Key Account Management vs Sales
- 1.5 Advantages of Key Account Management
- 1.6 The KAM Model
- 1.7 Key Account Management Process
- 1.8 Key Account Management Levels
- 1.9 Best Practices for KAM

2. Key Account Selection

- 2.1 Why to Select Key Accounts?
- 2.2 How Many Key Accounts?
- 2.3 Identifying Customers
- 2.4 Choosing Selection Criteria
- 2.5 Applying Selection Criteria
- 2.6 Categorizing Key Customers

3. Key Account Development

- 3.1 Understanding the Customer
- 3.2 Selecting the Relationship Level
- 3.3 Key Customer Contacts
- 3.4 Building Key Relationships
- 3.5 Managing Key Relationships
- 3.6 Relationship Traps

4. Key Account Strategy

- 4.1 Land and Expand Strategy
- 4.2 Supply Chain Integration
- 4.3 Adding Value
- 4.4 DMU Analysis

5. Relationship Management

- 5.1 What is a Key Relationship?
- 5.2 The Key Relationship's Hierarchy
- 5.3 Exploratory Relationship
- 5.4 Basic Relationship or Bow-Tie Account Management
- 5.5 Cooperative Relationship or One-on-Many Account Management
- 5.6 Interdependent Relationship or Cotton-Reel Account Management
- 5.7 Integrated Relationship or Diamond Team Account Management
- 5.8 Relationship Breakdown

6. Negotiation Skills

- 6.1 Negotiation Basics
- 6.2 Preparing for the Negotiation Process
- 6.3 The Seven Basic Steps in Negotiation
- 6.4 Best Alternative to a Negotiated Agreement (BATNA)
- 6.5 Tactics for Negotiation Process
- 6.6 International Negotiations
- 6.7 Listening Skills
- 6.8 Vocal Skills
- 6.9 Influencing and Persuasion Techniques
- 6.10 Cultivating Problem Solving Skills
- 6.11 Time and Stress Management Techniques

7. KAM Key Metrics

- 7.1 Pestle Analysis
- 7.2 SWOT Analysis
- 7.3 Value Chain Analysis
- 7.4 Competitor Analysis
- 7.5 The Balanced Scorecard
- 7.6 Financial Measures
- 7.7 KPI
- 7.8 KPIs for KAM

Certifications

- ▶ **Accounting, Banking & Finance**
 - Certified GST Professional
 - Certified AML-KYC Compliance Officer
 - Certified Business Accountant
 - Certified BASEL III Professional
 - Certified GAAP Accounting Standards Professional
 - Certified Treasury Markets Professional
- ▶ **Big Data**
 - Certified Hadoop and Mapreduce Professional
- ▶ **Cloud Computing**
 - Certified Cloud Computing Professional
- ▶ **Design**
 - Certified Interior Designer
- ▶ **Digital Media**
 - Certified Social Media Marketing Professional
 - Certified Inbound Marketing Professional
 - Certified Digital Marketing Professional
- ▶ **Foreign Trade**
 - Certified Export Import (Foreign Trade) Professional
- ▶ **Health, Nutrition and Well Being**
 - Certified Fitness Instructor
- ▶ **Hospitality**
 - Certified Restaurant Team Member (Hospitality)
- ▶ **Human Resources**
 - Certified HR Compensation Manager
 - Certified HR Staffing Manager
 - Certified Human Resources Manager
 - Certified Performance Appraisal Manager
- ▶ **Office Skills**
 - Certified Data Entry Operator
 - Certified Office Administrator
- ▶ **Project Management**
 - Certified Master in Project Management
 - Certified Scrum Specialist
- ▶ **Real Estate**
 - Certified Real Estate Consultant
- ▶ **Marketing**
 - Certified Marketing Manager
- ▶ **Quality**
 - Certified Six Sigma Green Belt Professional
 - Certified Six Sigma Black Belt Professional
 - Certified TQM Professional
- ▶ **Logistics & Supply Chain Management**
 - Certified International Logistics Professional
 - Certified Logistics & SCM Professional
 - Certified Supply Chain Management Professional
- ▶ **Legal**
 - Certified IPR & Legal Manager
 - Certified Labour Law Analyst
 - Certified Business Law Analyst
 - Certified Corporate Law Analyst
- ▶ **Information Technology**
 - Certified Angular JS Professional
 - Certified Basic Network Support Professional
 - Certified Business Intelligence Professional
 - Certified Core Java Developer
 - Certified E-commerce Professional
 - Certified IT Support Professional
 - Certified PHP Professional
 - Certified Selenium Professional
- ▶ **Mobile Application Development**
 - Certified Android Apps Developer
 - Certified iPhone Apps Developer
- ▶ **Security**
 - Certified Ethical Hacking and Security Professional
 - Certified Network Security Professional
- ▶ **Management**
 - Certified Corporate Governance Professional
 - Certified Corporate Social Responsibility Professional
 - Certified Leadership Skills Professional
- ▶ **Life Skills**
 - Certified Business Communication Specialist
 - Certified Public Relations Officer
- ▶ **Media**
 - Certified Advertising Manager
 - Certified Advertising Sales Professional
- ▶ **Sales, BPO**
 - Certified Sales Manager
 - Certified Telesales Executive

& many more job related certifications

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