

tradescape 2.0

Effective Customer Contact | Key Account Management

Trade Intelligence is South Africa's leading source of FMCG retail* business research. Through the **Ti School of Retail** curriculum, we share our insights and expertise to build the capability of individuals, teams and companies in order to:

- Optimise trading partner collaboration
- Improve industry understanding and efficiency
- Maximise ROI on trade spend

tradescape 2.0 | Effective Customer Contact – Key Account Management (KAM) is an eight step introduction to KAM. The insights and skills required to be an effective KAM based on industry best practice.



Programme Objectives

- To give delegates a clear view of what effective Key Account Management (KAM) involves
- To expose delegates to the customer business planning process
- To give delegates an understanding of Trade Maths and Trading Term principles
- To help delegates prepare for effective Customer Engagement

Who should attend?

- New entrants into Key Account Management roles

“ Excellent presentation taking Theory to practical reality. ”

Key Account Manager

Learning Outcomes

- An understanding of the skills required to be an effective KAM in the FMCG industry
- An overview of the strategic focus areas of the major Retailers in the FMCG market
- An understanding of how to prepare for effective customer contact
- Understand basic trade maths, and the definitions and commercial impact of Trading Terms
- Knowledge to interface more strategically with your retail customers

Tools

- Template for customer business plan
- SWOT analysis of the major retailers

Programme Overview

What can delegates expect?

Role and purpose of effective customer contact

- An introduction to key account management and its role in the FMCG market – how have things changed.
- An outline of the typical roles and responsibilities of a KAM
- An overview of the expected skills of a KAM, from both a company and customer perspectives

The Current Trading Environment

- Trends and dynamics currently influencing retailer behaviours
- Who's Winning and Losing

Know your business

Customer Gap & Opportunity Analysis

- Know your customers business and the factors impacting their success
- Understand your customers needs
- Investigate what Business Intelligence is available to you
- Develop strategies to deliver account objectives that meet your customers needs (Customer gap and opportunity analysis)

Effective Customer Business Planning

- The importance of an effective customer business plan and what it looks like
- From customer strategy to field operations execution – translating the plan into action

Key Account Management across the Channels

- So what's different?

Basic Trade Maths & Trading Terms Principles

- Know the metrics KAM's have to influence profitability (and how to calculate them)
- Understand the role of Trading Terms – their definitions and commercial impact

Planning for successful, effective Customer Meetings

- Building a Roadmap for:
 - an effective customer contact strategy
 - developing winning customer proposals
 - pre-meeting preparation

Delegate Feedback

The programme has given me a practical, simple template that I understand. I came out with a working tool which doesn't just sit on my shelf."

Key Account Manager

"Enjoyed the margins and calculation of profits."

Regional Manager



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