

KEY ACCOUNT MANAGEMENT

SERIES



18, 19, 20 & 21 JULY 2022

Facilitated by:

IAN SEGAIL

Leading Sales Authority & Author of 6 Sales Effectiveness Books

Winner, Tom Hopkins International
Sales Person Of The Year



AHRI (Australian HR Institute)
Internet Training Strategy Award



A leading sales strategist and authority on Sales Management, Ian works internationally as a strategic sales performance coach and is author of the sales management book:

"Bulletproof Your Sales Team"

Rave Reviews for Ian's Live Sessions!

"This event is good, even for people who have been doing sales for a long time. It reminds me of what is important to ensure I reach my aim at the end of the day. Ian Segail knows what he is talking about; he is a really good coach as he has shown."

- Roslin Ooi, Sales & Business Development Director, **Volvo Cars Malaysia**

"The trainer is very knowledgeable and he has a huge experience in addressing current market needs in facing challenges that are constantly constant. In my opinion, the main strength of the event was how the training enabled me to have a change of my mind-set in seeing things differently."

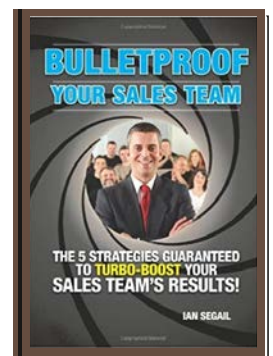
- Aimi Bin Mizan, Head, Malaysian Carrier Services, **Telekom Malaysia**

"Ian is an excellent speaker. I find the theories in the workbook and real life examples useful. Excellent coordination. I would recommend this to people as Ian is a great speaker with great experience. I learnt from the examples given as there are a lot of real world examples across all fields. I have a lot of praise for Ian Segail, hats off to Kexxel."

- Rustin Ramendra Appiah Nahulandran, Sales Manager, **AIROD Sdn Bhd**

"The speaker is very good in creating stories that sticks to the brain, and summarizes complicated things to make it look simpler."

- Ng Yat Peng, Sales Manager, **Medi-Life**





VIRTUAL INSTRUCTOR LED TRAINING (VILT) AN INTRODUCTION

VIRTUAL INSTRUCTOR LED TRAINING COURSES BY KEXXEL GROUP

Immerse in the Kexxel experience digitally as we introduce our Virtual Instructor Led Training (VILT) courses into our prestige learning portfolio.

Our virtual classrooms welcome a small group of executives in an **intimate yet dynamic** learning setting, facilitated by our handpicked selection of subject matter experts and industry thought leaders as your instructors.

WHY CHOOSE US?

- **NOT a Webinar!**

Join our live, virtual courses enriched with a **diverse range of interactive activities**, such as action plans, group discussions, breakout sessions, exercises, case studies, and more.

- **Course Materials**

An advantageous combination of presentation slides and downloadable workbooks are provided to participants prior to classes for a more **holistic learning experience**.

- **Pre-Course Questionnaires**

Our instructors will understand the **specific needs and requirements** of each individual participant, by allowing attendees to review and highlight topics of importance prior to the course.

- **Private, In-house Sessions**

Upon request for organizations seeking a more **customised learning** for their employees.

- **Secure Online Platform**

Cisco Webex is the online training platform of choice for our VILT courses. Cisco Webex respects your data privacy, is **highly secure** by default, and has governance and transparency.

THE BENEFITS OF VILT

With access to real-time learning technology at your fingertips, reap the rewards of professional development and learning from the comfort and safety of your home or flexible work station.

As we move into the new normal and embrace remote working, increase employee engagement and performance with the variety of VILT series that Kexxel has to offer.

Meet Our Instructor

IAN SEGAIL

Leading Authority in Sales

Author of 6 Sales Effectiveness Books



Ian is a highly experienced sales coach and is passionate about supporting both small and large sales teams to increase sales, faster and at higher margins. He is a commercial focused leader who believes that elective sales systems and processes cut waste and generate consistent sales numbers.

He is the author of 'Bullet Proof Your Sales Team – The 5 strategies guaranteed to turbo boost your sales teams results', which is regarded as Australia's number one book written to enable sales management to get more sales, faster and with higher margins. Ian has a gift for rapidly figuring out what this clients needs to do very quickly to generate sales revenue and hit their targets.

Drawing on his real-world experience in sales, sales management, Human Resource Management and C-level management, Ian also works as a Strategic Sales Performance Coach with both experienced and novice sales managers and business owners across a wide variety of industries and selling disciplines, including: Microsoft, St George Bank, Chubb Fire & Security, AMP, Astra Zeneca, Rebel Sport, JVC, Abbott Laboratories, Macquarie University, Rio Tinto... just to name a few.

Ian has successfully helped numerous sales managers to generate millions of dollars' worth of sales with sales coaching in his systematic sales management courses, sales turn around "sales boost system" that motivates sales teams to achieve more sales at higher margins in 180 days or less. As a sales turn-around strategists, Ian takes you by the hand and shows you exactly how to implement his proven sales turn around, management tools, sales planning and systems into your business to get you the sales numbers you need to give you that competitive edge.

Notable clients across industries

Business Services

- Chubb Fire Security
- Acco Brands
- DKSH
- Gunnebo
- Hagemeyer

Pharmaceuticals & Healthcare

- Astra Zeneca
- Abbott Laboratories
- Nobel Biocare
- Jurlique Cosmetics
- American Medical Systems
- Goldwell Hair Care products

Technology

- Microsoft
- Astra Tech
- JVC
- Burwell Technologies
- Spandex
- Parrimark Event Software

Banking and Finance

- St George Bank
- AMP

Consumer Products and Services

- Rebel Sport
- Breville
- Coleman
- Sheridan
- Blanco
- White International
- DKSH
- Netti
- Reebok
- Ben Sherman

Heavy Industry

- Hanson
- Parex Group
- Blast One International
- Beaver Brands
- Bullivants

Others

- Rio Tinto
- Charles Parson
- Prime Water Australia
- Century 21
- Toll Express

Some of Ian's Achievements

- **Winner** of the Tom Hopkins International Sales Person Of Year Award and the AHRI (Australian HR Institute) Internet Training Strategy Award.
- **Author** of the strategic sales management book 'Bullet Proof Your Sales Team – The 5 strategies guaranteed to turbo boost your sales teams results'. Internationally published author of hundreds of articles for both online and offline sales industry magazines in England, New Zealand and Australia.
- Coached and trained thousands of sales managers and sales people to increase their sales both here in Australia and overseas.
- Ian has attended over 250 personal development and business seminars in the last 25 years and he has studied over 800 sales and marketing books from around the world.
- As the GM Human Resources for a multinational sports retailer, Ian was in charge of engaging and managing the training and development of over 3000 employees, with two thirds of them being part time and casual.
- Ian bought and sold his first business by the age of 26, taking sales revenue from only \$5000 to \$22,000 in just five and a half years.
- In 2001, Ian started an online training business with only one key account and he sold it one year later with over a dozen key accounts paying over \$300K per annum in online training fee.
- He has been invited to lecture on sales management at the Macquarie Graduate School of Management which is ranked in the top 3 of the best graduate business schools in Australia.
- Is frequently a guest speaker and has been interviewed by many leading and international associations and networks on the subject of sales and sales management.

Compulsory - OVERVIEW OF THE PREDICTABLE ACCOUNT GROWTH® ROADMAP

18 JULY '22

1pm – 5pm
Kuala Lumpur GMT +8

Predictable Account Growth ©

PAGS® is a predictable Key A/C growth strategy that moves your most important accounts from vendor status to strategic partnership status in 6 months or less.



Overview:

In this session you'll discover the roadmap to creating a predictable key account strategy that moves your targeted Key Accounts forward to becoming strategic partners within 6 months or less.

Key objectives:

- Understand the 3 key phases required to move your targeted Key Accounts forward to becoming strategic partners within 6 months or less.
- Learn the strategic roadmap used by the world's best Key Account Managers to devise a targeted strategy that advances a targeted key to becoming a strategic partner.
- Understand the missing data gap that's impeding strategic customer growth
- Understand the tactical planning process to gain entry, create tactical propositions and plans to counter opposition.
- Learn how marketing can best support the tactical sales plans to ensure forward account movement
- Learn how to keep the strategic account plan on track and the processes required to continually make forward progress and change ineffective behaviour and tactics so they stick.



Activity:

Select and evaluate 3 target accounts against the roadmap to determine what's required to move them forward to becoming strategic partners within 6 months.

This Virtual Instructor Led Training (VILT) is a combination of teachings, group activities and case studies. You will also receive a downloadable workbook to guide you through the presentation.

SETTING THE COMPASS

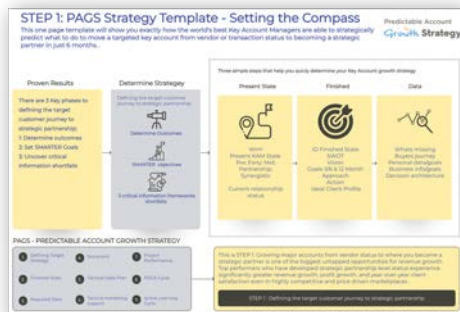
Strategies, Drivers & GOALS

19 JULY '22

1pm – 5pm
Kuala Lumpur GMT +8

Develop a specific Targeted Key Account Strategy that predictably moves a targeted key account from vendor status to becoming a strategic partner in just 6 months or less.

Module 1: Develop Your Targeted Key Account Strategy



Key objectives:

- Understand the strategic roadmap used by the world's best Key Account Managers to devise a targeted strategy that advances a targeted key to becoming a strategic partner.
- Apply the 3 key essential phases of defining the target customer journey to becoming a strategic partner to a targeted key account.
- Activate the 3 requisite keys to setting your Key Account Compass for a predictable outcome so you can move your targeted account forward to becoming a strategic partner within 6 months.

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Activity:

Complete the template to predictably defining your individual target customer journey to becoming a strategic partner in 6 months or less.

Module 2: Clarifying The Finish Line



Key objectives:

Outline the exact steps top Key Account Managers use to convert their targeted account strategy into short, ambitious yet demonstrably achievable growth targets that predictably move the account forward.

- Translate the 3 Phases for getting clear on what finished looks like into your own targeted key account strategy
- Learn and apply the 3 core business models to your targeted Key Account strategy to drive deliberate and measurable actions which move the account forward.
- Discover how to use the SMARTER Objectives model to substantiate your strategy and ensure key account forward progression success

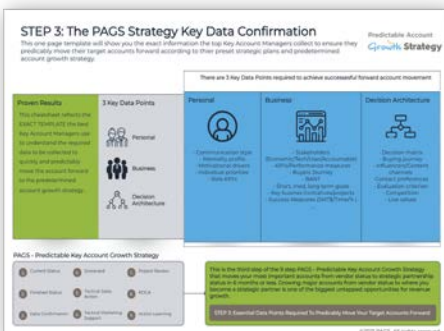
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Activity:

Complete the template to convert your key account target strategy into deliberate and measurable actions that move your key account forward towards strategic partnership.

Module 3: Data Confirmation



Key objectives:

Outline the exact information the best Key Account Managers collect to ensure they can predictably move their target accounts forward according to their pre-set strategic plans.

- Understand the 3 critical information frameworks required to quickly and predictably build account plans that actually work and result in revenue growth, deeper relationships, and overall account strategy success.
- Understanding the drivers and motivations of each of the key stakeholders within the accounts, their value required, their buying behaviours and the influence they have over their company's spending.
- Understand the key information required to become a strategic partner by determining how decisions are made within your target organization reflecting their short, medium, and long-term goals

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Activity:

Complete the one-page template to discover the vital information gaps required to predictably move your target accounts forward in accordance with your pre-set strategic plans and account growth strategy.

ENSURING PREDICTABLE SUCCESS

Develop a Targeted Key Account Scorecard and Tactical Sales Action Plans

20 JULY '22

1pm – 5pm
Kuala Lumpur GMT +8

Predictable success requires ongoing performance measurement, tactical sales plans, and agreed upon marketing support to ensure your targeted key accounts to becoming strategic partners in 6 months or less.

Module 1: The Success Evaluation Scorecard



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Activity:

Create your own Targeted Key Account Scorecard devised to move your targeted key accounts to becoming strategic partners in 6 months or less.

Key objectives:

Define and agree on specific measures of commercial success and set up an easy to manage and implement evaluation scorecard that drives performance predictably forward.

- Develop a targeted Key Account Scorecard to predictably move your targeted key accounts forward to become a strategic partner in 6 months or less.
- Know and apply the simple three measures of performance to easily keep score on the measurable actions.
- Learn how to incorporate evaluation criterion, objectives, and performance measures into a simple and easy to manage scorecard.
- Learn the steps involved to creating your own customised Targeted Key Account Scorecard

Module 2: Tactical Sales Action Plans



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Activity:

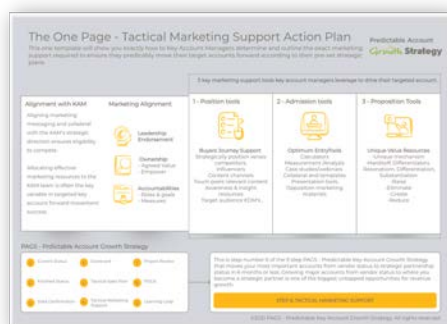
Develop your 90 Day tactical sales plan for your targeted key account forward movement.

Key objectives:

Define the most important activities required to move the targeted key account forward to strategic partner status

- Develop tactical 90-day action driven sales plans to predictably move your targeted key accounts forward to becoming strategic partners.
- Identify the 3 key tactical issues that must be addressed to gain access, reduce opposition, and position your company as the ideal strategic partner.
- Identify the ideal proposition and core friction points that will gain entry to the targeted account's key stakeholders and move the account predictably forward.

Module 3: Tactical Marketing Support



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Activity:

Determine the specific marketing support required to move your target accounts forward according to your pre-set strategic plans and predetermined account growth strategy.

Key objectives:

Determine the critical marketing activities required to support Key Account Managers to move the targeted account forward according to their pre-set strategic plans.

- Learn the 3 steps required to ensure Marketing and key account growth strategy alignment to ensure completion of your target key account strategy.
- How to determine effective marketing resources for the KAM team required to for forward movement success.
- Understand the PSRPV method creating for engaging content for specific key account messaging along their buying journey.
- Understand the key marketing support tools Key Account Managers need to leverage and drive their targeted accounts forward

MAKING IT HAPPEN

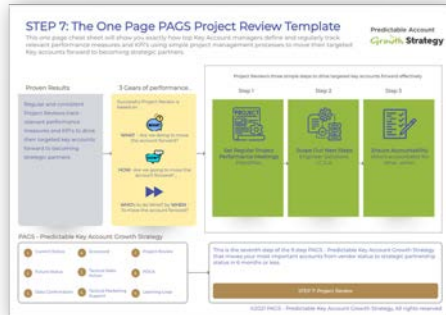
Execution & Performance Tracking

21 JULY '22

1pm – 5pm
Kuala Lumpur GMT +8

Consistently track performance to gain and maintain traction, creating ongoing JIT improvements and changing sales behaviours as required to predictably move a targeted key account from vendor status to becoming a strategic partner in just 6 months or less.

Module 1: Project Review



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Activity:

Conduct and debrief a Performance Review meeting exercise resolving a major roadblock in the path of target customer journey to becoming a strategic partner.

Key objectives:

Define and regularly track relevant performance measures and KPI's using simple project management processes.

- Discover the traction power of regular and consistent KAM project review meetings ensuring project traction.
- Understand and apply the 3 gears of performance that ensure accountability for the KAM projects maintaining forward momentum of the target customer journey.
- Apply the ICSA problem solving model for engineering solutions and resolving roadblocks to maintain forward momentum.

Module 2: PDCA Progressive Momentum



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Activity:

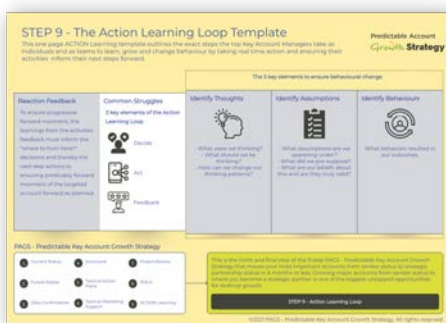
Observe and conduct a PDCA review demonstrating how to continually improve the predictability process for moving targeted key accounts forward.

Key objectives:

Outline the proven PDCA process loop to continually analyse and improve predictability for moving targeted key accounts forward.

- Understanding the difference between PDCA as a continuous loop versus Project Review as a process with a beginning and an end.
- Understanding the 3 main criteria used to measure PDCA success ensuring feedback to validate guesses (hypotheses) and increase knowledge by testing and measuring progress.
- Applying the SMARTER model to ensure success criteria is implementable and measurable.

Module 3: ACTION Learning



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Activity:

Identify the thought patterns, behaviours and beliefs that are blocking forward progress towards maintaining forward momentum of the target customer journey to becoming a strategic partner

Key objectives:

Outline the exact steps the top Key Account Managers take to ensure they apply the results of their real time actions to change behaviours and inform what they and the team should do next.

- Understand the 3 key elements (Decide; Act; Feedback) of the Action Learning Loop required to inform new actions and behaviours that predictably move the targeted account forward as planned.
- Understanding how assumptions/thinking patterns impact behaviour and thereby the Key Account Managers results.
- Recognizing which assumptions are informing the Key Account Managers tactical actions and therefore their results
- Determining what behaviours are needed to change to improve results
- Applying the learning loop to develop Key Account Managers in a way that is more aligned to your organisations aims and values