

# Global and Key Account Management in B2B Markets



Global Accounts,  
Account #1,  
Account #2,  
Account #3,  
Account #4



# Global and Key Account Management in B2B Markets

**Learn the skills you need to better manage international accounts globally, regionally and nationally to maximize sales and create long-term customer relationships.**

Are you managing your key accounts with a real “Business Development” mind-set? How are you making sure you are focusing all your resources and efforts on these accounts that sell most? Do you have clear processes and dedicated teams to service them? Do you have a full key account plan for each of these “Key Clients”? Do you really understand their structures and drivers? As key customers globalize, key account management becomes more challenging. How do you stay competitive and meet your sales strategy within this ever changing environment?

Effectively managing key accounts at a global, regional or local level to maximize the value of the relationship over the long term requires flawless alignment of both external and internal activities.

This programme explores the leadership behaviours and requirements (including tools, skills and approaches) needed to effectively manage the relationship with your key customers at a global and local level and effectively deliver value.

## Who should attend?

If you are responsible for and involved in delivering high value B2B sales, this programme is for you. It is beneficial for global and key account managers and senior functional managers responsible for and involved in delivering high value B2B sales.

“We had a very nice group and lots of interaction in the workshop as well as in between the workshop sessions. It was very helpful to understand how other companies are structured and dealing with multinational accounts”

*Stefanie Mueller, Global Key Account Manager Food & Nutrition  
Jungbunzlauer Ladenburg GmbH, Germany*



# How you will benefit

## How will you benefit?

After attending this programme, you will be able to:

- Identify and manage relationships and decision-making pathways at a global and local level
- Align internal activities, processes and teams to deliver for the customer
- Effectively create higher value for you and your customer
- Maintain an advantage over your competitors
- Network with and learn from a diverse group of peers from different functions, industries and countries
- Acquire fresh insights from peer feedback based on your performance during the programme
- Leave with a personalized development plan for immediate implementation in your work-place

## Why is this programme different?

### TOP PROGRAMME

Almost 400,000 participants have taken part in an MCE Open Enrolment programme.

### PRACTICAL

Pragmatic approach to learning - learn today, apply tomorrow.

### FACILITATORS

MCE's Facilitators are experts in their field with extensive business experience.

### INTERNATIONAL

Global best practice and networking with peers from across EMEA.

### RECOGNISED

MCE is a top ranked learning provider with a unique offering in Leadership Skills and Business Acumen.

### RECOMMENDED

95% of our clients would come back for another programme and recommend MCE.

“There’s no lotion or potion that will make sales faster and easier for you - unless your potion is hard work.”

*Jeffrey Gitomer*

# What will you learn and practice?

Key accounts are often global, large and complex but also unique. As a Key Account Manager, you need to recognize this complexity and establish a similarly unique way of delivering for your key accounts. This requires that you adopt a “Managing Director” mind-set and establish approaches and dedicated teams to service them. Each of these “mini-businesses” will then require a comprehensive key account plan.

During this 3-day programme you will therefore consider plans to optimize the performance of your Key Account Management approaches. The programme is highly practical and pragmatic and applying new concepts and frameworks to your key account management issues and challenges. Practical exercises linked with interactive discussions facilitated by MCE Faculty with long years of experience in this area.

## Day 1 - Strategy and Global Accounts

### Global Account Management

- What is Global/Key Account Management?
- Selection of Global/Key Accounts
- Your global leadership role as a Key Account Manager
- How to support the account at every level and in every region

### Value Proposition Development

- Understanding and aligning to your Key Account's strategy and objectives
- Developing a compelling Value Proposition
- Adapting your Customer Value Proposition to different parts/regions in your customer's organization
- Sources of potential value for you and your key accounts

## Day 3 - You, as a Global Account Leader

### Internal and External Alignment – Global Account Planning

- Leadership behaviours of effective Global Account Managers
- Leading high performing teams globally
- The challenges of leading Global account teams
- The talent needed to service the account

### Global Account Management Performance Metrics

- Account Planning
- The key opportunities for growth in global accounts; i.e. looking beyond the services or products which are currently delivered
- The profitability of the account (at a global and local level)
- Key Performance Indicators for the account, for you and for the account team

## Day 2 - Aligning your Organization around Global Accounts



### Internal and External Alignment - Global Account Planning

- Aligning your own business units and stakeholders across the globe to support, service and deliver for the customer
- Review the different parts of the organisation including process and structures needed to deliver for and grow your account
- Aligning your team

### Stakeholder and Relationship Management

- Stakeholder mapping
- Improving relationship management
- Understanding decision making pathways for the key account
- Communication effectiveness
- Influencing strategies
- Handling Organisational Politics
- Approaches to negotiation and conflict to achieve win-win outcomes

## Booking details

|   |               |
|---|---------------|
|  <b>Duration</b> | <b>3 Days</b> |
|  <b>Price</b>    | <b>€3450</b>  |

 **Register at**  
[www.mce.eu/KeyAccount](http://www.mce.eu/KeyAccount)