



An Alchemists Ark Proposal

## Training Program: Introduction to Key Account Management

1-day Classroom | or | 7 hrs. in Virtual Classroom (2 sessions x 3.5 hrs. each)

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## Why this 1-day Program on 'Introduction to Key Account Management'?

### Is this true for you?

A few large customers contribute a large chunk of your revenues. These are the ones who impact your fortunes. However, these large customers are also very demanding in all aspects including prices, services and quality. You feel that your Sales Team often ends up committing a lot of resources acquiring and maintaining these customers without making commensurate profits. They could do better with some Key Account Management fundamentals: KAM without losing your shirt! If any of these ring a bell, read on!

**What is the Solution?** You need to Orient and Equip your Sales Team to

- (a) Identify and target Accounts which have strategic value; and
- (b) Develop a deeper, more meaningful, profitable, mutually-beneficial relationship with them

## How will we Understand your Context?

We will take a **45-min Master-class from the Sponsor**. We will also **speak with a couple of Participants** soon as we signup! We will go look at any KAM Format and also go through a current KAM plan for a customer

## What is our Distilled Wisdom on Key Account Management?

Large accounts are not necessarily Key Accounts! A good KAM framework is needed to orient the team to Identify real Key Accounts, understand customer's business, propose new ways of doing things and build stronger relationships, thus expanding business for more revenues and profits. In the process, making it much harder for competitors to sell to your customers

In addition to this, the KAM framework must be Practical and Simple-to-apply

## What will be the Content of the Program?

- What are the Beliefs required to be Persuasive
- Introduction to Key Account Management (KAM)
  - └ What is a Key Account
  - └ What is KAM
  - └ Why KAM
  - └ What will it take to begin KAM
- How to do KAM
  - └ The Key Steps/ Elements of KAM
  - └ KA Planning and KYC Template
- Action Plan: Beginning KAM in your company

In addition, a WhatsApp Group will be available for 45 days post-program for any clarifications/support

## What will be the Outcome of this Program?

At the end of this program, your team will have a simple, practical way to Identify real KAs, Understand their business using a standard form, start on KA Planning. Expect participants to learn **a few habits/ methods (with tools)** that will go a **long way in helping your sales efforts!**

## What will be your Investment? What will be the terms?

**Mode:** 1-day in Classroom | or | 7 hours in Virtual Classroom (2 Nos x 3.5 hr. Sessions)

**Trainer:** Thiagarajan Sreeram, Director Alchemists Ark will train, supported by a Consultant

**Investment:** Rs. 1.5 lacs/ batch (10-15 participants) + GST

## Terms:

- Costs of travel and stay, if any, related to the project will be to your account on actuals
- Invoice will be raised on delivering the Program
- We are a registered MSME. Invoices are to be paid within 45 days. Delays liable to 14% interest
- **Validity:** This Quote is valid for 30 days

## The Alchemists Ark Pvt. Ltd. (TAA)

The Alchemists Ark (TAA) is a **Pune-based, Sales & Distribution, Consulting + Training + eLearning Company**. We support Growth by **Radically Simplifying Sales** thru' Insights, Strategy, Structure, Policy, Processes & Training. Founded by **Raymond Moses**, 60 (alumnus of IIT Kanpur, HLL & Castrol), this business is led by **Thiagarajan Sreeram**, 58 (alumnus of REC Trichy, IIM-A'bad, Batliboi, Castrol). We have closely worked with leading brands in India:

## B2B:

- Industrial Consumables Selling:** Castrol Industrial (Industrial Lubes), Foseco (Metallurgical Chemicals), ITW Signode (Packaging Consumables & Spares), Lubrizol (Lubricant Additives)
- Project Selling:** FirePro (Fire Safety Projects), Mahindra Powerol (Gensets), Nuvoco (Ready-mix Concrete), OTIS (Elevators), Fronius (Welding Equipment)

## B2B2C: Distributive/ Trade Selling

- Auto Aftermarket:** Bajaj (CV Spares - Domestic & International), Bosch (Spares), Castrol (Lubes), Fleetguard (Auto Filters), Goodyear (Tyres), Gulf (Lubes), Maruti Suzuki (Spares), Mahindra (Spares), Michelin (Tyres), SKF (Bearings), Tata (CV Spares, AMC, Refurbishing)
- Rural/ Agri:** Driptech (Drip Irrigation), Everest (Roofing), Kirloskar (Agri Pumpsets), Mahindra (Tractors), Mahindra Finance (Finance), Mahyco (Seeds), Monsanto (Seeds)

## B2B2C: Vehicle Selling thru' Trade

- Auto Sales:** Bajaj (3-Wheelers), Mahindra (MUVs, Tractors, Trucks, 2W), Toyota (Cars)

*With our deep expertise and experience of working in Customer Management for the last 33+ years, we are confident of delivering great Value!*

## What do our Clients say about us?



**David Hughes**, (Former) President, **Foseco Foundry BU**

"Foseco engaged Alchemists Ark to support a complete review of the sales strategy and structure. Now, 15 years on, the Solutions Partner Strategy remains one of the best value-based industrial marketing strategies I have encountered"



**Bruce Hall**, (Former) Global Customer Marketing Manager, **Castrol (UK)**

"We found that the solution provided by TAA was by far the best. What that provided for us was a 360 Degree solution in terms of training"



**Rahul Chopra**, Sr. VP & Head of Roofing Business, **Everest Industries**

"They are probably the best sales training outfit we have worked with. They do in-depth study and research. They have added great value to our sales & marketing efforts"

## What is the Next Step?

Go-ahead on this Proposal within the validity period of 30 Days