

KEY ACCOUNT MANAGEMENT



**The 80/20 Sales Secret
Most Salespeople Ignore**

80/20



80% of your **revenue** comes from

just 20% of your customers.
Yet most salespeople spread effort
equally across **ALL prospects**

What if you flipped this script?



Swipe to discover the
game-changing strategy



Tracy Bedwell
Sales Training International



Why Your Pipeline is Full But Revenue is Flat

Chasing 100 small deals = 100x the effort

Generic pitches get ignored

Buyers have endless options now

Competition beats you on price

There's a better way...



Tracy Bedwell
Sales Training International



Key Account Management: Precision Over Quantity

Key Account Selling = Strategic focus on high-value accounts that offer:

- ▶ Maximum revenue potential
- ▶ Long-term partnership opportunities
- ▶ Competitive differentiation
- ▶ Predictable growth

But how do you identify these golden accounts?



Tracy Bedwell
Sales Training International



5 Criteria That Separate Gold From Fool's Gold

Revenue potential (current + projected)

Strategic importance to your business

Perfect fit with your ideal customer profile

Access to decision-makers

Competitive advantage opportunities

Long-term partnership potential

Found your targets? Now what?



Tracy Bedwell
Sales Training International



Become Their Business Intelligence Expert

Before you pitch, master these 4 areas:

Organisational structure & key players



Business model & revenue drivers



Current pain points & inefficiencies



Industry trends affecting them



Research done? Time for the magic...



Tracy Bedwell
Sales Training International



Generic Messages = Generic Results

For each key account, create:

- ▶ Account-specific value propositions
- ▶ Stakeholder-appropriate messaging
- ▶ Multi-touch engagement campaigns
- ▶ Customised presentations & proposals

But you can't do this alone



Tracy Bedwell
Sales Training International



Why Lone Wolves Lose Key Accounts

Your Key Account Squadron:

| | |
|-----------------------------|---|
| Sales | Relationship management & deal progression |
| Marketing | Account-based campaigns & content |
| Customer Success | Implementation & expansion |
| Product | Customisation & roadmap alignment |
| Executive | C-level relationships |

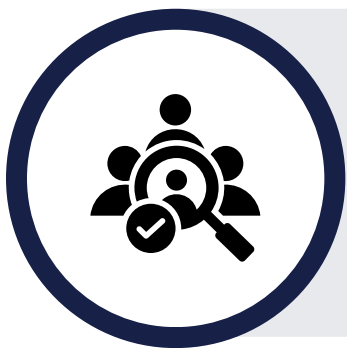
Swipe for the 6-step playbook



Tracy Bedwell
Sales Training International



Your KAM Playbook (steps 1-3)



Account Selection (Apply strict criteria)



Deep Research & Planning
(Gather intelligence)



Engagement Strategy (Design personalised approach)

Now let's look at steps 4-6

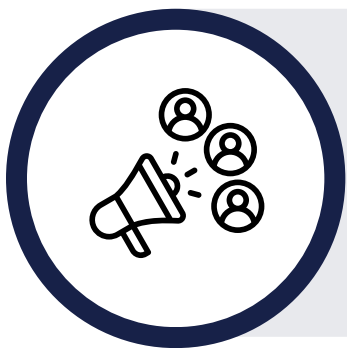


Tracy Bedwell
Sales Training International



Your KAM Playbook

Steps 4-6



Coordinated Execution
(Launch campaigns)



Monitor & Adapt (Track and
optimise)



Close & Expand (Seal deals,
grow accounts)

But what makes accounts truly valuable?



Tracy Bedwell
Sales Training International



Not All Key Accounts Are Created Equal

Evaluate every account on:

Financial Metrics

(Revenue,
margins, deal
size)

Strategic Value

(Market
influence,
reference
potential)

Relationship Strength

(Access, trust,
champions)

Risk Assessment

(Stability,
competition,
complexity)

Ready to build your list?



Tracy Bedwell
Sales Training International

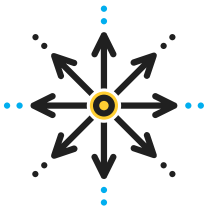


Winning Accounts is Hard. Keeping Them is Harder

The 3 Pillars of Account Retention:



Relationship Management
(Multi-level engagement)



Expansion Strategies (Cross-sell, upsell, new departments)



Success Metrics (Regular reviews, feedback loops)

What's your KAS score?



Tracy Bedwell

Sales Training International



You're Only As Good As Your Tools & Training

Essential KAS Arsenal:



Technology

CRM
integration
analytics
platforms



Training

Strategic
selling skills,
industry
expertise



Measurement

KPIs, regular
reviews,
optimisation



Tracy Bedwell

Sales Training International



Why KAM Isn't Optional Anymore

Companies mastering KAS will:

Generate higher revenues

Build sustainable advantages

Create predictable growth

Maximise resource efficiency

Develop market leadership



Tracy Bedwell
Sales Training International





Tracy Bedwell
Sales Training International



Looking to Improve Your **SALES SKILLS?**

contact us for more information



salestrainingint.com