



# Key Account Management (KAM) Training

**The Bid Solutions Key Account Management (KAM) Training Course develops skills to introduce structure and maximise lead generation, account growth, client retention and cross-selling through improved insight and conversation quality. Without a KAM structure in place, growth can be stunted, unpredictable and uncontrolled, resulting in limited pipeline visibility and missed opportunities.**

In this course, we will teach you how to achieve steady and predictable growth by planning and implementing effective client development programmes. You will learn how to drive successful key account management (KAM) through targeted research, aligned tactical marketing efforts, co-creating solutions, and having insightful conversations with clients and prospects at the right time and place. You will be empowered to extend your influence and build strong relationships with the right people.

The program is led by Jeremy Brim, a work winning specialist with 20 years' experience in securing clients and opportunities of all sizes across various sectors (including private, public and federal sectors) on a global, regional and local scale. Jeremy is a globally accredited trainer with the Association of Proposal Management Professionals (APMP) as well as a lecturer in KAM, capture and bidding at Cranfield University School of Management.

To discuss your unique training needs please call **0208 1583952**  
or visit [bidsolutions.co.uk](https://bidsolutions.co.uk)



## Course Outline

The course sessions will deep dive into each element of KAM, including:



### Overview and set up

- Overview of KAM best practice
- Defining and selecting key accounts
- KAM within the business growth agenda/operating model
- KAM team formulation



### Strategy and plan

- Client business plan, pipeline and objectives
- Your objectives and desired position
- Gathering research
- Internal buy-in
- KAM plan set up and management



### End game and continuous improvement

- Negotiation
- Transition to capture and/or proposals
- Ongoing performance management
  - Management of live work, and planning to re-compete
  - Net Promotor client customer experience (CX) surveys/interviews
  - Annual reports
  - KPIs/league tables
- KAM Programme Reviews and Continuous Improvement



### Executing the plan

- Relationships
  - Initiating, protecting and strengthening relationships
  - Relating to buyers' wants
  - Journey to trusted advisor
  - Relationship planning
  - Engaging with the client and influencers
- Action planning
  - Regular reviews
  - Campaign management
- Solution
  - Understanding how the client makes buying decisions
  - Co-solutioning
  - Teaming/partnering/alliances
  - Leveraging supply chains



### Knowledge transfer and capability development

Structured learning, such as training, is just one aspect of how Bid Solutions teaches our clients to succeed and create value. We offer coaching and support to help client teams improve their skills and embed best practices into their work culture, using digital tools and processes to facilitate this approach.

Contact us to learn more about how we deliver winning capabilities through structured learning, social learning, and on-the-job interventions.