

# STRATEGIC SALES / KAM



**IB·RINGBY**

INDUSTRIAL TECHNICAL SALES TRAINING

## STRATEGIC SALES / KAM

**What does it take from a sales engineer or technician that goes from AM to KAM?**

**What challenges do you meet in today's marketplace as a KAM?**

**What are the challenges for a KAM in the near future?**

**Strategic sales/KAM is a development program that is aimed at participants who are senior technical sales who are about to migrate to KAM.**

The development program in short:

- Prestudy ½ day
- Day 1 & 2 2 days
- Coaching 4 occasions
- Day 3 1 day
- Between pre study, day 1&2 and day 3 there are challenges/homework that are aimed at your personal development program. This will lead to a personalized result in your development as KAM.

Strategic sales/KAM content:

- The Industrial Technical Sales Process & Decisioncriteras
- AM and KAM what does a KAM do and what are the tools a KAM needs
- Psychology and behavioral science thru behavior and driving forces
- Maturity levels
- Decision power
- Negative decisioncriteras
- Decision criteria analysis, strategic sales/KAM tool for technical sales
- Intermediate sales tactics
- Negotiation skills
- Value based selling
- Strategic analysis/what clients should I prioritize
- Prospecting methods and pipeline management
- My personal KAM action plan

## PROGRAM DATES

2017  
10 – 11 October

## INVESTMENT

Price per participant 40 000 SEK ex. moms  
Max 12 participants  
Invoice 10 days

## LOCATION OF THE TRAINING

Lindö Hotell, Lindövägen 1, 186 92 Vallentuna  
Lunch, snacks and documentation is all included  
in the course fee

## TO BOOK YOUR COURSE CONTACT:

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## What do you get out of this development program?

- Understand and apply the difference between AM and KAM
- Learn how to read and adapt to different decision makers personalities thru DISC behavioral science
- Learn how to negotiate as a KAM in a practical way
- How to select the clients that are valuable today and in your future as Key Accounts
- Work with clients according to how they define value
- Be able to drive and push complex business projects with multiple decision makers and many months of negotiations faster and more effective
- Qualify different projects more accurate so you invest your valuable time on the right projects with your clients



**SSAB**



**ESMA**

**emballator**  
VÄXJÖPLAST



**NOTE**  
YOUR MANUFACTURING PARTNER

**Sell | Sales Leadership | Industrial Technical Sales | DISCUS®**

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