

## Course: Key-accountmanagement

credits: 6

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| <b>Course code</b>  | CIVB20KAM             | <b>Modes of delivery</b> | Tutorial  |
| <b>Name</b>         | Key-accountmanagement | <b>Assessments</b>       | Key-accountmanagement; Project - Other assessment |
| <b>Study year</b>   | 2020-2021             |                          | Key-accountmanagement; Theory - Other assessment  |
| <b>ECTS credits</b> | 6                     |                          |   |
| <b>Language</b>     | English               |                          |   |
| <b>Coordinator</b>  | H.C. Kooi             |                          |   |

### Learning outcomes

#### Competences:

- **SETTING A COURSE;** The Marketing professional maps out a marketing approach. He/she does this based on his/her vision, opportunities he/she identifies in the market and the long-term competitive advantage of the organisation where he/she works. Because he/she does not work within a vacuum, the Marketing professional is a bridge-builder who connects both knowledge and people.
- **CREATING VALUE;** The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.
- **BUSINESS DEVELOPMENT;** Via co-creation with stakeholders, the Marketing professional designs unique and/or innovative concepts and revenue models to optimise value for all relevant stakeholders. He/she anticipates and/or initiates change and gains the support of the stakeholders during the development process.
- **IMPLEMENTING;** Based on the developed concept, the Marketing professional produces a sustainable marketing product or sub-product or service for existing and potential stakeholders. The Marketing professional puts forward creative solutions, facilitates parts of the implementation process, shows perseverance and takes financial responsibility in order to achieve the desired commercial result together with internal and external parties. He/she secures stakeholders' commitment during implementation.

#### 21st-century skills:

- Creativity
- Teamwork
- Initiative
- Perseverance
- Adaptability
- Communication
- Sense of responsibility
- Commercial awareness
- Leadership
- Curiosity
- Critical thinking

#### Learning Outcomes:

1. Can explain what strategic sales is, in a B2B context
2. Can explain the difference between sales as an isolated department and sales as a strategic process
3. Understands the organisational implication of the introduction of Key Account Management
4. Understands the role of marketing and sales in Key Account Management
5. Can look at practice from a theoretical perspective, specifying the differences and similarities between them
6. Can hold a consultation meeting with a (potential) client
7. Can come up with a good offer based on the requirements and present it to the client

### Content

#### Level:

Advanced

#### Content:

In this course the focus is on Key Accounts (strategic clients). These key accounts represent significant growth for your organisation. It's not just about landing an order; it's about developing a long-term relationship with your Key Accounts. In this course, Key Account Management/sales skills, it's all about winning! What do we mean by winning in the context of Key Account Management? Is it just the order, or does it also involve the long-term relationship, or both? Based on a case, you and your company will endeavour to build a long-term partnership with a Key Account that is beneficial to both parties. Or as Steven Covey says, win-win or no deal. So, winning a client is about more than simply landing an order, it's about wanting to be the best and exploiting the situation to the full. And, more particularly, it's about creating a joint future together with the client.

In B2B, large clients are of strategic importance. It is a commonly held principle in B2B that 20% of the clients generate 80% of the turnover. So, focusing on clients, client information and client knowledge is a good idea. That's what we plan to do in this block. Key-account management (KAM) can have far-reaching strategic impact for a company.

In this course the focus is on strategic sales in a B2B context. In other words, large orders (Capital goods) with a higher degree of complexity (Corporate or International context, DMU). In Key Account Management sales are no longer seen as an isolated department/function that implements marketing policy, it is a process, a cross-functional process in which client value is key.

#### Literature/study materials:

- For Marketing Management Bachelor Programme student: For the latest info, go to the reading list on intranet: [Hanze.nl/marketingprogramme](http://Hanze.nl/marketingprogramme) or the Blackboard course.
- For Exchange Students/Certificate Students: For the latest info, go to the reading list on intranet: [Hanze groningen.eu/exchangemm](http://Hanze groningen.eu/exchangemm) or the Blackboard course.

8. Can distinguish between and reconcile the various roles and interests of the DMU
9. Can build and maintain a long-term relationship with the client
10. Can deal with questions, objections and feedback from the client during the client meeting in a professional way
11. Can agree an order, including a contract, with the client
12. Pitch for a targeted audience
13. Hold a presentation tailored to the target group
14. Reflect on personal development
15. Position himself in an oral and written presentation

**Included in programme(s)**

Marketing Management

**School(s)**

School of Marketing Management and Financial Economic Management

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