


# **Strategic Accounts Management in English**

## **Course Description**

 <b>Universidad del Desarrollo</b> Facultad de Economía y Negocios Ingeniería Comercial <b>Section</b>	<b>Professor</b>	<b>Time Slots</b>	<b>Professor e-mail</b>
	Patricia Duane	xxxxxx	p.duane@udd.cl

### **I. GENERAL OBJECTIVE**

The aim of this elective course, Strategic Accounts Management ( SAM) is to introduce and familiarize the student, an early career professional to the exciting and comprehensive world of Strategic Accounts Management ( aka Key Accounts Management). SAM is the process of planning and managing a mutually beneficial partnership between an organization and its most important ( key) Customers. To be successful in this position is to dominate nearly every aspect of business administration including sales, accounting, ( to generate sales reports); marketing (to plan promotions in the trade), operations ( to work closely with all departments to execute a winning strategy; and sustainability ( to ensure a long term partnership). **Because 80% of sales are typically generated by 20% of Clients in most companies, the individuals entrusted to manage the Key accounts must be savvy negotiators, capable to craft winning proposals and sustain a long-term relationship via Value Creation.**

And organizations with a strong Strategic Accounts Management strategy in place benefit through differentiation and revenue growth.

In this course, we will discuss the essential skillset and qualifications of a successful and effective Strategic Accounts Management Strategy. We will hear from guest speakers as to their experience in converting a transactional account into a strategic partnership. We will discuss the methodology to handle objections and how to manage a disgruntled client. Furthermore, within the course, we will delve into Collaborative B2B negotiations, an essential skill to practice. In addition, we will learn to classify accounts using a Swot Analysis and discuss the framework behind Customer Retention and sustaining long-term partnerships.

**Much emphasis is placed on preparation for each class. What you learn depends on your own investment in careful preparation and class participation.** We will analyze case studies and hold dynamic class discussions based on a variety of readings. There will also be self-assessment opportunities to reflect on your own personality, your strengths and areas for improvement in areas like emotional intelligence, all with the purpose to learn to become a more effective communicator.

**Finally, all classes, lectures, exams and course material are in English.**

### **II. SPECIFIC OBJETIVES**

This course seeks to contribute to the professional development of the students as follows:

- Develop an understanding of the Strategic Accounts Role and How to be Effective
- **Learn by Doing:**
- Students will prepare and present a given element of the entire Key Accounts recruitment and retainment process through a Group Project.
- In addition, the course considers guest speakers from the local business community to hear their experiences in SAM.

During this course, students will gain theoretical and practical knowledge about the following topics:

- WHY Strategic Accounts Management? The benefits for an organization.
  - Skillset for Effective SAM
  - Conducting a Swot Analysis on your Account
  - *Romancing* and Winning over a New Account
  - Management of a Difficult or Disgruntled Client / Handling Objections
  - Introduction to collaborative B2B negotiations
  - Identify barriers to reaching an agreement
  - The Value Creation Process
  - Implementing a collaborative strategy
  - Winning at the Point of Sale ( Driving Transactions, Traffic, Incidence, Sales)
  - Promotions, Trade marketing, POS materials; sales trainings, goals and measurement of Key Business Indicators
  - Picture of Success Analysis and Best Practice Sharing
  - Sustainability: How to retain and sustain a long term win/ win partnership
  - Teamwork , communication, ethics and leadership in the workplace
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- In addition, we will analyze case studies and discuss readings on business concepts and tactics useful for effective Key Accounts Management
  - You will apply the lessons learned to ongoing, real-world examples.

### III. METHODOLOGY

The key to success in this course is to come prepared to class. It is expected that the student will have read and reflected upon the assigned material, so as to be prepared for group discussion. I will employ the **Cold calling method**, whereby students will be randomly called upon to share their views regarding cases, exercises and readings. Class participation is essential. Some topics will be reinforced by student presentations, online material and guest speakers.

### IV. EVALUATION

QUIZ to assess key concepts	20%
Written individual midterm exam	30%
Group Project	20%
Final exam	30%

You will pass the course if your final grade is 4.0 or higher and if your class attendance is greater than 75 % of the classes.

## V. COURSE RULES

1. Student's punctuality is expected, and therefore late attendance is not allowed. Leaving early or not returning after the break is considered non-attendance for that class.
2. Topics will be presented by the course's professor, who can also invite guest speakers.
3. It is also essential that every student checks Canvas on a daily basis, as its content is assumed to be known by all. "Not having checked the website" will not be allowed as an excuse.
4. The professor has the right to add, eliminate or replace bibliography as the semester unfolds, if she thinks this is in the best interest of the course.
5. **Medical excuses for the absence to any requirement must be presented through the regular channels established by the undergraduate business school.**
6. The Final Exam will take place during the last class of the semester xxxxx
7. It is important to stress that each student must take responsibility for his/her fulfilling of the program, especially in what's related to:
  - Be up to date on the classes and instructions given by the professor, either during class or via Canvas. For instance, missing a class does not exempt the student from the obligations given that day.
  - To fulfill the dates and deadlines of the evaluation activities.
  - Obtain the support material needed for the course.
8. Those who join the course on a later date must assume the fact in how it affects his personal attendance ratio and evaluations.