

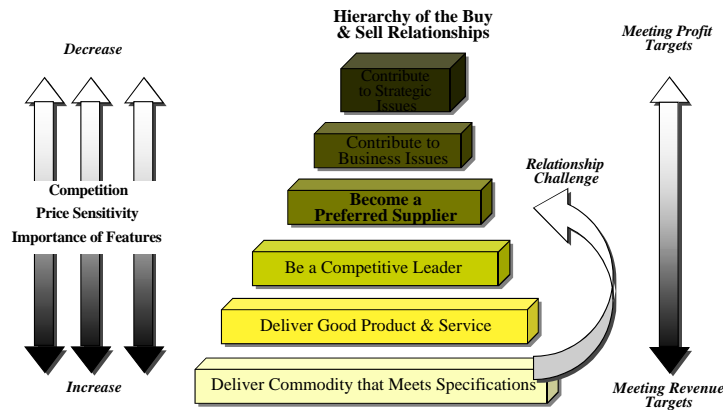


STRATEGIC SOLUTIONS



Key Account Management is a Profit Strategy

Profitable account management requires adding value to the relationship.



To make a KAM relationship management work you must have a clear profitability target for your key accounts and know the levers that will ensure the account is viable for a long time to come. Its about collaboratively negotiating the business for mutual stability and gain. It means you have to understand your client's key objectives beyond just the category you are in and appreciate your company's own core competencies.

KAM is a team sport. As KAM manager you can't do it alone. A fully integrate company team needs to support the efforts. And without senior executive commitment, forget it.

You must transform your sales force in many important ways. You must transform yourselves from a supplier of individual products and services to a supplier of profits. You need to shift from selling products to managing the entire relationship. Move from being an added cost to added value.

But the major transformation is in your outlook. From competing against other companies in your industry to competing against the cost and sale opportunity constraints of your key accounts. And your objectives must match those of your key accounts. KAM is worth the effort and discipline. Deeper relationships and more success will result.

About

The Strategic Planning Group

The Strategic Planning Group (T.S.P.G.) is a **full service consulting firm** that can provide organizations with a wide range of advice, business tools and solutions. At T.S.P.G. our focus is on helping our clients solve their complex issues to realize their ultimate potential, whether we are assisting in a particular functional area or helping to set the overall strategy for the organization. Our full service approach combined with our commitment to helping clients realize their ultimate potential, results in an efficient and effective approach, creating great value for our clients.

We want to be more than just consultants. For us to be successful in helping you we need to understand how you operate and what challenges you are currently facing. We want to help you achieve your goals and your ultimate business potential. To accomplish this we must be trusted and objective advisors to our clients by contributing our knowledge, experience and thinking in ways that make a positive impact.

We are growing rapidly and on the leading edge of thought leadership with a goal to add value to our clients.

How to Reach Us

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