

Key Account Management Plan - Example

Goals				Plan					Progress													
Goal	Necessary Conditions			Reason (Explanation)	Commitments				J	F	M	A	M	J	J	A	S	O	N	D		
	Focus	Result	State		Deliverable	Owner	Date	Budget														
2008: 1 M€	Deep understanding of the customer	* Account constraints identified in all ABUs, * Confirmed by customer management	*MAN, LOG open, *3 lack customer confirmation	N1, N2 and N3 unexperienced in account constraint analysis	MAN, LOG constraints are documented (BR leads).	BR	Sept	6 man days														
				No access to customer managers X, Y	Account constraints presentation to X, Y and Z	BR	Oct															
	Sufficient opportunity volume created	5x 12M Sales Goal	6 M€																			
	Opportunity constraints rapidly resolved	* All commitments delivered * Constraints resolved < 5 days	12 commitments overdue	Quality problems of W250 unresolved.		JC																
				Price reduction of SC3000 not implemented.		KL																
				No early warning for "commitments due soon".																		
	Sufficient opportunity volume in the T-Zone	2x 12M sales goal in T-Zone	2.8 M€																			
High win rate in new business opportunities	>55%	48%	Win planning is not a habit	Win plans for all opportunities > 100 k€																		
			We don't review win plans often enough	Friday afternoon is win plan review time																		
Key products achieve sales goals	* 2x 12M product sales goal in T-Zone * Product constraints resolved in 5 working days	3.2 x Product constraints are resolved <3 days																				