

# Towards KAM and ABM – Helping fee-earners with client relationship management

Intermediate/  
Advanced level

This half-day session explores how to design and implement a Key Account Management (KAM) programme. It provides a selection of models, tools, techniques and ideas to help marketing and BD professionals whether they are new to KAM or manage existing programmes. It also shows how we can help fee-earners create more effective relationships with their major clients. Account Based Marketing (ABM) is also discussed. The workshop qualifies for 3.5 hours CPD.

## Topics covered

Why choose PM  
Forum training?  
See overleaf...

### Understand: Context, aims and strategy

- Why KAM? The business case
- Risks and barriers to KAM
- Integrating KAM into strategies and sectors
- Marketing/BD role in KAM
- Aims and alignment

*Exercise: Goal setting*

### Plan: Process, data and systems

- KAM processes (simple to complex)
- Selecting KAM clients
- Analysis and research
- DMU, relationship mapping and buyer profiles

*Exercise: KAM process & key account selection*

### Implement: Skills and motivation

- Promotion and engagement activities
- Relationship skills competencies
- Listening programmes
- Key client meetings
- Measurement

*Exercise: Training and motivation*

### Case studies

### Summary and close

## Wednesday 9 June 2021

This half-day workshop takes place online from 9.30 to 13.00.

**To facilitate interaction, workshops are restricted to 18 attendees.**

## Trainer



**Kim Tasso** has worked within and for over 200 professional partnerships in the legal, accountancy and property sectors for over 20 years and continues to do so as a management consultant.

She also has direct client exposure from working with organisations in the technology, education, creative, media, real estate and not-for-profit sectors and through her work with a leading business school.

Unusually, she combines psychology, marketing and business qualifications so is effective both as a professional trainer, facilitator and coach and also as a subject matter expert in a variety of strategy, marketing, selling and relationship management topics.

She is highly rated as a trainer and coach for lawyers, accountants and surveyors and also lectures on Chartered Institute of Marketing (CIM) professional marketing qualifications for Cambridge Marketing College.

She is the author of books on growth strategies, business development, media relations and business development and a prolific conference speaker and journalist. She is commissioning editor for *PM* magazine.

Further information at [www.kimtasso.com](http://www.kimtasso.com).

## Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 3,000 marketers in professional services firms. Visit [www.pmforum.co.uk](http://www.pmforum.co.uk)



## Why PM Forum training?

Courses are designed and delivered by **qualified and experienced professionals** who:

- have substantial experience working with both **senior fee-earners and marketing/business development professionals** in large and small professional service firms across the **legal, accountancy and property industries** as well as a variety of client markets
- have psychology credentials and many years' experience in **learning and development** to ensure an optimum learning experience
- are **subject matter experts** in strategy, marketing, selling, client relationship management and interpersonal skills who continue to practice and are therefore familiar with the latest developments

And delegates receive a **productive learning experience** because:

- There is a balance between knowledge transfer and active learning through **interactive discussion** and group exercises
- Courses are highly **experiential** – where idea sharing and networking are encouraged
- As well as copies of the presentation material, courses also include work sheets and **supplementary materials** with guidance for further learning. Some courses have exclusive booklets tailored to the needs of delegates
- Course leaders are experienced coaches with experience in **career development** and certificates of completion are issued for use in **Continuing Professional Development (CPD)**
- Dialogue can continue after training through members-only **LinkedIn communities**
- Only PM Forum members can attend events

## Venue

Online

## Fees

First attendee	£235 + VAT
Second attendee	£225 + VAT
All subsequent attendees	£215 + VAT

Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes handout of workshop material.

## Cancellations/Substitutions

Due to the restricted number of places, refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person). Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

## Towards KAM – Helping fee-earners with client relationship management – 9 June

Name .....	Name .....	Name .....
Position .....	Position .....	Position .....
Firm .....	Type of firm .....	
Address .....		Postcode .....
Tel .....		E-mail .....

Please pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

Cardholder name: .....	Amount: £ .....	
Card number: .....	Expiry date: .....	Security code: .....

Signed ..... Date .....

*Confirmation of booking will be sent by return along with a VAT receipt*

Please return this form to: [training@pmint.co.uk](mailto:training@pmint.co.uk)

020 7786 9786 [www.pmforum.co.uk](http://www.pmforum.co.uk)