

Benchmarking Key Account Management Capabilities

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Abstracts

Are your KAM teams firing on all cylinders? If, not, why not?

What makes a great KAM (Key Account Manager) and KAM team and what are the personal attributes and operational environment that will deliver optimum performance? What number of brands should a team manage? How much time should they be spending with their key accounts? What level of experience do, on average, KAMs have?

Key questions, and we have the answers. Based on February 2018 research with 100 US and European KAM experts from leading companies, this survey provides the metrics for you need to evaluate and benchmark your organization's KAM capabilities.

100 KAM experts speak out on

Team size: What factors and performance indicators determine the size of the KAM team and which are most important now and in the future?

In-house or contract teams? What is the trend in the use of contract KAMs and how does this compare with their in-house KAM colleagues?

Brands: What is the number of brands supported by KAM team and how does practice in the US and Western Europe differ?

Accounts: How many key accounts are typically supported by a KAM or KAM team?

Account Engagement: Some KAMs spend 25 hours a month engaging with key accounts, other 150 hours or more—where do you fit in?

KAM attributes: Building strong relationships? Sales ability? Understanding the customer's goals? What attributes are seen as critical by KAM professionals

Resources: Adequately resourced and expanding, or under-resourced and contracting? US and Western Europe perspectives differ

What to expect from the research study

Presented in 21 clear informational slides in MS PowerPoint™, this February 2018 research...

Reveals the key opinions of 100 (50 from US and 50 from Western Europe) pharma KAM professionals

Based on responses to a detailed internet-based questionnaire

Employs robust respondent screening criteria to ensure only qualified and experienced KAM professionals were included

Delivers clear graphical presentations of the key findings with significant differences highlighted for easy review

KAM leaders from top companies contribute

Survey contents

Team size and responsibilities

Geographical responsibilities of participants

Current KAM team size

Future KAM team size

Number of brands supported

Number of KAMs supporting a brand

Number of key accounts supported

Factors determining KAM team size

Factors determining future KAM team size

Stage when KAM team is first assembled/assigned to a brand

Time spent on engaging with key accounts

Team attributes, experience and resources

Level of KAM experience

KAM background roles

Training (days per year)

Attributes for success in a KAM role

KAM team resources

Expected change in KAM team resources

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