

Business Case Study

To define a Key Accounts Management Process and to institutionalize the same across all regions for a leading liquor maker.

BACKGROUND

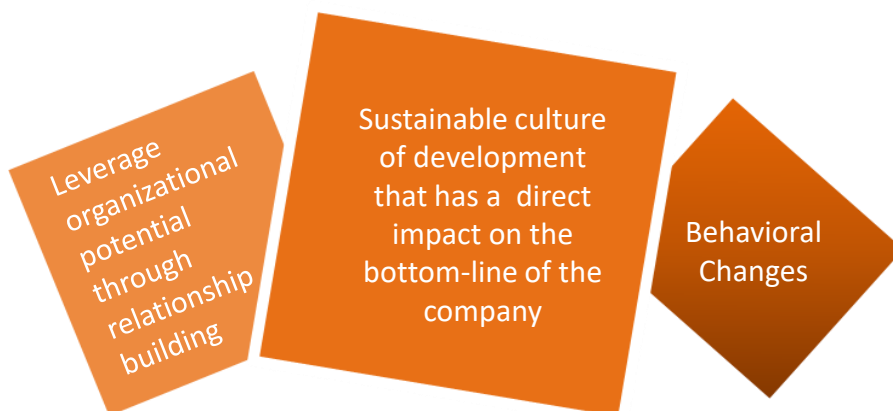
As part of their restructuring, our client, one of the leading liquor maker in the country wanted to introduce a Account Management Process and hence required a skill development intervention for their Key Account Managers and Key Account Executives. The intent was to create a standard level of skills and measure their skill movements specific to KAM. One part of the team comprised of people who had moved from Trade sales of client and other part comprised people who had joined from other companies within/outside the industry hence skill integration was also needed. In this initiative is a business critical intervention the client partnered with InspireOne to chalk out a development path which developed the key competencies that are required for the role of a KAM .

SOLUTIONS

Creation of a KAM framework that would be followed across the organization across regions to ensure the desired results in sales and relationship management. The philosophy behind this intervention was to create a PULL strategy with the customers. The aim was to create a top of the mind recall for customers for the client premium brands by showcasing the brands at the premium eating and drinking outlets by using marketing tools; the way the same is served and experienced by the customer. Therefore, when the customer is not at any of Premium Outlets, he will still ask for a Client Brand from the retail outlets.

KEY OBJECTIVES

The key objectives of an intensive learning initiative for 6 months per target group were -



ACHIEVEMENTS

- Year 1 resulted in a uniformity of skills being exhibited on the field, thereby establishing the Client's way of selling.
- Increased sales growth, acquisition of competition accounts and consolidation of business in year 2.