

Key Account Management

Build up an effective sales organization to achieve profitable growth

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Build up an effective sales organization to achieve profitable growth.

Your key questions, challenges and objectives



- What will the customer structure look like? And which account management strategies can be derived based of the customer structure?
- What makes an account a key account?
- How should a suitable sales and key account management organization model be designed?
- What should be the roles & responsibilities of key account managers?
- How can technology and data successfully support key account management?

How we support



- Development of a comprehensive "Sales Excellence" model including strategy, sales processes, organization, people & skills as well as controlling/performance management
- Design of a client-oriented key account management organization including roles and responsibilities
- Establishing a data-driven (key) account management approach to respond proactively and faster to customer needs, increase customer satisfaction and maximize sales in a long-term customer relationship



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Examples of relevant credentials

Pre-phase - Site selection and state subsidies

Pre-phase - Other

Build phase - Core business

Build phase - Support processes

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Digital Strategy for Sales Department

Development of a comprehensive digitalization strategy for a company in the manufacturing industry

The project focused on increasing effectiveness and efficiency in sales

2022

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Data Strategy to Improve Business Development

Development of a holistic data strategy focusing on sales & marketing including governance, operating model and enablement

The strategy then served as a blueprint for a global data-driven transformation

2021 – 2022

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(After-)sales Platform for German Automotive OEM

Implementation of a central digital platform for sales and aftersales applications enabling wholesale and retail world-wide for multiple brands

2022 – ongoing