

KEY ACCOUNT BEST PRACTICE SCORECARD - OVERVIEW SUMMARY

This Scorecard considers the entire Key Account operation and indicates which Module should be given development priority

Best Practice Component	Is this component relevant to our business?	Current score 0-10	Priority issue? H - M - L	Which Module do I need?
1 We have a well organised KA department in which everyone understands his/her roles and responsibilities				Organisation & Management
2 We are clear about what we mean by Key Account				KA Strategy
3 We have clarity about who our Key Accounts should be in 2-3 years				KA Strategy
4 Each Key Account Manager can easily and quickly review the Key Account's needs and performance				KA Understanding
5 We have a clearly defined and well understood Key Account overall Strategy and Objectives				KA Strategy
6 The Key Account Strategy and Objectives are in line with achievement of the Corporate strategy and Objectives				KA Strategy
7 Each Key Account Manager produces a well thought through Business Growth Plan for each Key Account				KA Business Growth Planning
8 The Business Growth Plan takes full account of the market, competition, and external impact of the Key Account				KA Business Growth Planning
9 Each Key Account Manager has a thorough understanding of the Key Account				KA Understanding
10 We have very strong well developed relationships throughout the Key Account's own Management Team				KA Understanding
11 Each Key Account Manager produces a regular Key Account Opportunity summary				KA Business Growth Planning
12 We have a clearly defined Added Value proposition for each Key Account				KA Added Value
13 We know exactly how we are perceived by the Key Account				KA Understanding
14 We measure profitability for each Key Account				KA Understanding
15 We have a profit growth plan for each Key Account				KA Profitability
16 We have effective internal Key Account processes, systems and tools				Organisation & Management
17 We have highly developed negotiating skills, processes and tools				KA Negotiation
18 We plan our major negotiations with care				KA Negotiation
19 We have well developed face to face communications skills, processes and tools				Face to Face Communications
20 We have well developed personal organisation and time management skills, processes and tools				Time Mgt & Personal Organisation