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Institute Key Accounts Certificate Program

An American Public Power Association Program

Abstract

It's critical that utilities remain viable with their business communities. Key accounts are vital in the business community and utilities should strive to develop some level of support for their most impactful customers. Utilities must leverage its resource, shift their paradigms to remain relevant and add value to their high leverage stakeholders.

This is an opportunity to gather with other professional utility account executives from across the country to spend a week together learning and discussing the elements of successful program and how to build and execute effectively. This environment promotes deep and rich discussions and how to solve problems unique to each utility.

Learning Objectives

1. Learn the four phases to develop a strong foundation for a program.
2. Discover the three-tiered launch sequence to properly introduce a program.
3. Learn seven primary elements all account executives should embrace to be successful.
4. Discuss the latest key account support tools available and how to leverage them.
5. Learn the Customer Action Plan (CAP) process and implement it properly.

References

Scott Grieves, Kissimmee Utility Authority, sgrieves@kua.com

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