

# ERICK RHEAM

[erick.rheam@gmail.com](mailto:erick.rheam@gmail.com) / 970.672.7207 / [www.erickrheam.com](http://www.erickrheam.com)



## Online 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 a self-paced online virtual experience that unpacks the entire KACP experience with fun and highly produced video modules. Each participant gets a one hour, one-one, live virtual coaching experience with me where I answer questions and talk about how to finish the Customer Action Plan (CAP) exercise.

### 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

Julia Leopold, Vermont Public Power Supply Authority, [jleopold@vppsa.com](mailto:jleopold@vppsa.com)

Alyssa Kidd, Omaha Public Power District, [ackidd@oppd.com](mailto:ackidd@oppd.com)