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## Cohort 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.

Each participant engages in a self-paced online virtual experience over three weeks that unpacks the entire KACP experience with fun and highly produced video modules. The virtual cohort gathers once a week for a live 90-minute session to discuss the content covered in the online course for that week. Utility professionals from across the country participates, which leads to meaningful conversations about how to apply the training in various situations.

### 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

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