

- KAM is a journey, replete with obstacles that must be anticipated and addressed before successive levels of sophistication within the organization are achieved.
- The journey to KAM for pharmaceutical companies is different from the journey typically faced in other industries, especially in the crucial early stages. While there are undoubtedly lessons to be learned from other industries, the pharmaceutical organization must be cautious about adopting these approaches wholesale.

What does the journey to KAM look like?

There are several key stages that organizations employing Key Account Management go through as they mature and embark on a journey that moves them through successive levels of sophistication. Figure 1 illustrates and contrasts this journey for business-to-business and pharmaceutical companies. The key differences between the two are the starting point, the consequent evolution and the nature of the product in either case.

Business-to-business companies typically move through the following stages:

1. **Pre-KAM.** Contact is limited to a transactional relationship between the account manager and the buying department on the customer side. Price is the dominant issue and supplier competence has been established.
2. **Early-KAM.** Contact is still between account manager and buying department. Price is still dominant, but there is now some visibility of customer needs. The buyer controls the access that the account manager has to other parts of the buying company.
3. **Mid-KAM.** Some contact between other roles in both the buying and selling companies, although all is facilitated by the account manager and the buying department. Both companies start to explore more of each other's needs, capabilities and offering.
4. **Partnership KAM.** Both parties invest in formalizing relationships and forging contact between the companies. Value is sought

Kam In Pharma 3

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