

Introduction to Strategic Account Management

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IN THIS MODULE

In this module you explored what strategic account management really means in food and grocery — and why the account manager, not the product, is the decisive commercial differentiator. You were introduced to the PACE Framework: the four-pillar system that underpins everything in this programme.

KEY LEARNING POINTS

- Growing accounts consistently is not luck — it is a systematic discipline that can be learned and improved
- The suppliers who win at major retailers are rarely those with the best products — they're those with the best account managers
- The PACE Framework covers four essential pillars: People & Skills, Account Intelligence, Commercial Planning, and Execution & Ownership
- Each pillar depends on the others — great planning without great execution is just a document
- You are the differentiator — not your range, your prices, or your promotional budget

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The PACE Framework — four pillars: People & Skills · Account Intelligence · Commercial Planning · Execution & Ownership

THE MAIN TAKEAWAY

Strategic account management is not about what you sell. It's about how you manage, plan, and execute. The product gets you in the room. The account manager wins the business.

YOUR NEXT STEPS

1. Are you managing your most important account — or just servicing it? What's the real difference in practice?
2. Which of the four PACE pillars do you feel strongest in? Which needs most work?
3. What would it mean commercially if you raised your account management performance by one level?