



# Certified Key Account Executive (CKAE)

In today's energy landscape, key accounts are vital, not only to the economic health of electric cooperatives, but also as trusted partners who build valuable community relationships and help members make wise energy choices. Whether you are a key account manager, marketing professional, member services representative or engineering and operations manager who works to support your co-op's commercial and industrial customers, the CKAE program provides the tools you need to:

- Build effective relationships with commercial and industrial members.
- Identify what drives your members' business decisions.
- Build partnerships to achieve renewables and energy-efficiency goals.
- Leverage your co-op's technical expertise and member relationships to drive business growth.

## About the CKAE Program

NRECA has developed competency-based key accounts learning opportunities that allow members to target specific professional development needs:

- (487.2) Managing Your Electric Cooperative's Key Accounts (2-day course)
- (489.1) Key Accounts Engagement (1-day course)
- CKAE Certification



For more information, visit [cooperative.com/ckae](https://cooperative.com/ckae)



# Coursework

By completing the coursework, you will be able to demonstrate knowledge and skills in developing strategic business and member engagement plans.

Available online, at  
Cooperative University and  
on-site at your co-op or statewide.

## (487.2) Managing Your Electric Cooperative's Key Accounts

Gain a practical foundation in key accounts management and learn to build a strategic business plan that drives informed decisions, efficient resource use, and measurable results.

\* This course is a prerequisite for the [Key Accounts Engagement](#) course.

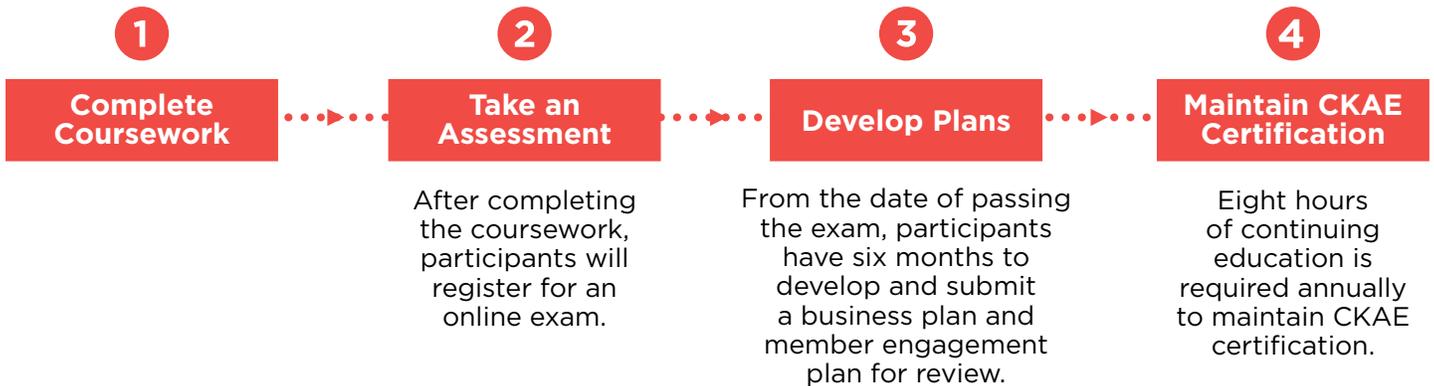
## (489.1) Key Accounts Engagement

Builds on 487.2 and explores engagement strategies that strengthen key account relationships and drive member satisfaction, retention and loyalty. Participants learn to build a strategic engagement plan to guide lasting, mutually beneficial partnerships.

# CKAE Certification

The CKAE certification provides recognition that you have attained competencies through knowledge and experience managing key accounts. Participants can sign up for certification immediately after completing the Key Account Engagement course.

## How It Works



Here is what past attendees say!

“Whether...a person has one year or 20 years of industry experience, this training and the certification is very helpful to define and refocus on why key accounts are important for a co-op.”

— Jay Buchholz  
Key Accounts and Community  
Relations Executive, Sioux Valley Energy

### Questions about the CKAE program?

Contact Charu Gupta • 703-907-6577 • Charu.Gupta@nreca.coop

### Questions about CKAE Certification/Continuing Education?

Contact Angie Hylton • 703-907-5656 • Angie.Hylton@nreca.coop



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