



A 2-day intensive course on

Key Account Management

*Moving Ahead And Staying Ahead Of The Competitors
Your Key To Building A Sustainable Business*

22-23 October 2008 • JW Marriott Hotel, Kuala Lumpur

COURSE FOCUS:

- A step-by-step learning process on how to make your company and sales personnel world class in customer acquisition, management and retention.
- Absolutely imperative for sales personnel managing strategic accounts, this course strips away the mystic and complexity of key account management.
- Concepts and tools are presented in an easy to understand and apply format, allowing immediate application of course learning.
- A must attend course for Key Account Managers and those aspiring to be one in the future.

4 REASONS WHY KEY ACCOUNT MANAGEMENT IS CRUCIAL TO A COMPANY'S FUTURE

1. Sustainable competitive edge is key to effective **customer retention and customer acquisition**
2. **Competent and motivated sales personnel** is a clear differentiator in a competitive market
3. Harnessing all of the **organization's resources** is necessary to ensure strong customer focus and support
4. Indicate in an unequivocal way, importance the organization attaches to **customer's business**

Key Account Management helps company achieve these and much more. No organization in today's competitive landscape can afford not to adopt the key account management approach.

OBJECTIVE

Designed for personnel aspiring or currently managing key accounts. Exposes participants to the complexity of key account managements including account strategies, managing complex buying process, structure amongst others - all in an easy to understand format.

Participants will be exposed to:

- Theory & Concepts of Key Account
- Key Account Selling Process
- Management of Key Account

Key Benefits of Attending This Course

- Developing robust understanding on the theory behind key account management for Key Account Managers.
- Appreciating the strategic issues, demands on this strategic portfolio to deliver the business goals.
- Improving selling skills.

Day 1

Wednesday, 22 October 2008

- 9:00 **KEY ACCOUNT MANAGEMENT – THE CONCEPT**
- Understand Theory Of Key Account Management And How It Applies To Modern Sales Management;
 - Learn How To Identify And Select Key Accounts Using Rigorous Selection Tools;
 - Learn The Roles And Responsibilities Of Key Account Manager;
 - Avoiding The 'Me Too' Syndrome Of Key Account Management;
 - **Case Study**
- 10:30 Morning Coffee
- 10:45 **SETTING UP KEY ACCOUNT MANAGEMENT - PRE-REQUISITES**
- Understand The Essential Changes Required To Support Effective Key Account Management Process
 - Organization Structure And Culture
 - Performance Management
 - Reward And Remuneration
- 1:00 Lunch & Zohor
- 2:00 **SETTING UP KEY ACCOUNT MANAGEMENT - PRE-REQUISITES (Continued)**
- Understand The Essential Changes Required To Support Effective Key Account Management Process
 - Skills And Training
 - Communication
 - **Case Study**
- 3:30 Afternoon Tea
- 3:45 **THE BASIC SELLING PROCESS**
- Provide Sales Professional With A Holistic View And Understanding Of The Selling 'Wheel':
 - **Opening** The Selling Process
 - **Identify** Customer's Needs

- **Pitch** The Selling Proposition
- **Support** The Selling Proposition
- **Conclude** The Selling Process
- Understand The Various Models Developed To Explain The Buying Behaviour Of Customers
- Understand Limitations Of Theory And The Need To Adapt To Changing Business Environment

5:00 End of Day 1

Day 2

Thursday, 23 October 2008

9:00 THE KEY ACCOUNT SELLING PROCESS

- Understanding The Various Selling Propositions:
 - Brand Led
 - Value And
 - Cost Led
- Developing The Customer Value Proposition For Key Accounts
- Adapting The Basic Selling Process To Key Account Management
- **Case Study**

10:30 Morning Coffee

10:45 DEVELOPING THE KEY ACCOUNT STRATEGY

- Develop A Thorough Understanding Of Key Customer's Goals And Plans For The Future;
- Learn To Develop An Entry/Short Term Strategy Versus Medium/ Long Term Sustainable Account Plans;
- Linking Key Account Plans To Other Functional Units Example Supply & Logistic, Finance, Technical Support And Others
- Setting The C.A.R.M. Key Account Goals (Clear, Aspirational, Realistic, Measurable)
- **Case Study**

1:00 Lunch & Zohor

2:00 DEVELOPING THE KEY ACCOUNT STRATEGY (Continued)

- Learn To Analyse Customer's Decision Making Unit (DMU) In The Buying Process;
- Structuring The Right Message For Target Audience, Internally And Externally;
- Develop A Robust Review And Adapt Process For Your Key Accounts;
- **Case Study**

3:30 Afternoon Tea

3:45 MANAGING RELATIONSHIPS

- Understand The Complexity Of The Organizational Structure Of Key Accounts;
- Develop Networking And Negotiating Skills Required To Handle Multiple Contacts;
- Learn To React To Sudden Changes And To Rapidly Adapt Strategy To Handle These Changes;
- Understand The Communication Process Required To Enlist And Maintain Support From Stake Holders, Internally And Externally;

BRINGING IT ALL TOGETHER

ROLE PLAY

5:00 End of Course

METHODOLOGY

An Exciting Mix Of Very Hands-On, Real-World Techniques/Practices Including Case Studies, Roles Plays, Exercises, Mock Presentations/Simulations Backed Up By Lecture-Discussion Notes

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at www.cmtevents.com for the most up-to-date information.

REGISTRATION

Key Account Management

Update your details at
www.cmtevents.com

Name _____
 Position _____
 Email _____
 Name _____
 Position _____
 Email _____
 Tel _____ Fax _____

Company _____
 Address _____
 City/Postcode _____ Country _____
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 Position _____
 E-mail _____

Fees: The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

	1 Person	Group fee for 3 or more* (from the same company)
Regular Fee	RM1,895	RM1,595 (MIN SAVINGS OF RM900)

* Terms and conditions apply.

Cancellations, Refunds & Transfers: A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

Cheques : Crossed & payable to
"Centre for Management Technology Sdn Bhd"

Photocopy Registration Form to Preserve Brochure Copy. October 2008

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TO REGISTER

Online: **www.cmtevents.com**
 Email: **adminkl@cmtsp.com.sg**
 Fax: **(603) 2162 6393**
 Tel: **(603) 2162 7322**
 Post to: Lot 7.03, 7th Floor, North Block, The Ampwalk,
 218 Jalan Ampang, 50450 Kuala Lumpur

CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to you career.

COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,
 Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,
 Tea Break: 3:30 pm, Course Ends: 5.00 pm

TELEGRAPHIC TRANSFER

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LEARN FROM THE BEST

MR. LEW YEOK SU has many years of experience in sales, marketing and technical service with an oil & gas multinational. As Country Manager for the B2B business Lew has had hands-on experience in managing sales teams, distributors and the service segments.

Lew has been personally involved in setting up key account management process to manage strategic customers, ranging from large multinationals to public listed companies in Malaysia. His personal interaction with the key account customers provides him with a detailed and in-depth understanding of key account management process.

His experience is an important insight for key account managers and those wishing to embark on a career in this area.

In addition to sales training Lew is involved in business and management consultancy working with local companies on sales, marketing and general management.

WHO SHOULD ATTEND

- Key Account Managers
- Sales Managers
- Senior Sales Executives
- Marketing Managers