



Key (& Major) Account Management

February 23rd 24th 25th 2010 in Dubai.

How to Maximize the Profitability of Major Customers.



The next five years in the Middle East will witness a paradigm shift in the sales supply chain resulting in a ferocious battle for key accounts; the victors will be those organisations who have clear, concise, long term account management strategies.

This course will identify the steps necessary to transform your organisations' relationship with its customers from that of a transactional supplier to a strategic long term partner.

"A must-do course for anybody involved in account management"

Introduction

The relationship between suppliers and customers is characterized by closer cooperation. Historically 'price' was an excellent tool to play suppliers off against each other. Nowadays, relationships are increasingly based on informal partnerships. Vertical coordination and integration of customer and supplier are characteristic of the trend in the reduction of suppliers. The entanglement that results from this trend affects the entire organization, making the creation of added value the responsibility of the total supply chain.

"Your organisations profits will depend on acquiring developing and protecting key and major accounts more than any other single activity."

The Programme will cover:

- The Nature of Key Accounts compared to other types of customers.
- The impact on the business of Key Customers and the implications for managing them effectively.
- The implementation of a client focused, quality service approach: A marketing driven method.
- Developing a total quality service ethic.
- How to make added-value contributions to the customer's business.
- The Key Customer Management process - taking a long term view. Adopting an appropriate attitude of mind and building enduring relationships.
- The Customer's perspective - The Customer/Value Package - what's involved? Perception v Reality.
- Competitive Differentiation - critical success factors and barriers.



THE INSTITUTE OF
SALES & MARKETING

Managing & Developing Key Customers

To focus on the need to identify those customers who provide the greatest potential to develop sales and profitability in the next 3-5 years. To plan to organise time and resources to enable these opportunities to be exploited effectively

On completion of the programme participants will be able to:

- Develop a territory Business Plan
- Effectively profile your customer portfolio
- Use strategic planning tools effectively
- Develop a Business Plan for individual Key Accounts
- Develop an Account penetration strategy
- Sell added value to Key Accounts

"80% of business comes from 20% of the customers. Effective management of these key account customers is critical."



The programme will be highly interactive, providing many opportunities to share experiences and put into practice these proven techniques. Every participant will have the opportunity to prepare a Key Account and Territory plan and present it for evaluation in a safe environment.

Participants.

The course will have a maximum number of twelve people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries ideas and experiences.

Who should attend?

This programme is designed for all those who are involved in dealing with large customers, typically this would be senior account manager, account manager, account executive, key account manager, major account manager, account director, business development manager etc.. If in doubt please forward us a profile of your nominee and we will tell you whether they are suitable.

The training venue and timings.

The training will be held in Dubai (details will be provided on application). All training days commence at 9.00am and finish at approximately 5.00pm.

**Full details of the schedule and venue
are supplied upon receipt of an application.**

Instructor: Bill Levell



His hugely successful career includes appointments for marketing and sales in a wide variety of industries and markets at senior Board and Director level (UK and overseas.)

Clients regard him as a visionary thinker and a vital catalyst in the development of their strategic plans and practical implementation of sales and negotiation techniques.

Highly experienced in all aspects of Strategic Development, Account Management, Marketing and Advanced Negotiation. He has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum and utilised by blue chip companies' world wide to automate the decision-making process and create effective plans.

Bill loves sharing his experiences and is a Senior member of the Chartered Institute of Marketing's Faculty having been a course director for over 15 years and been responsible for writing their most successful courses.

International Experience:

Use of all areas of expertise in Middle East (Saudi Arabia, Abu Dhabi, Bahrain, Dubai, Iran), Western Europe (inc. Scandinavia), Eastern Europe (Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Turkey) and CIS (former Soviet Union)

Career Experience:

Managing Director - £150m multi-product manufacturing/trading company
Marketing & Sales Director - Industrial/speciality chemicals
Product Group Manager - Pharmaceutical/Toiletries - 4 brands
Regional Sales Manager - Pharmaceuticals/Toiletries
Product Marketing Manager - Pharmaceuticals/Toiletries
Sales Representative - Pharmaceuticals/Toiletries

Additional Information:

Whilst the foregoing information is pertinent, his current experience in running and managing businesses for clients, training and advising their people is much more relevant.

His reputation is founded on a combination of very practical experience and visionary thinking outside of current business boundaries and spanning many markets and industries. He has experience in assisting with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.



Telephone: + 971 4 345 3353 Facsimile: + 971 4 345 3356 Email: training@ISMdubai.com

To: **Simon Parker**
Company: **ISM Training**
Fax Number: **04 345 3356**
From:

Key & Major Account Management – A 3 Day Intensive Training Course.

Course Application Form

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of employees for which you are in charge:
No. of years experience in your job role:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)
Currency is UAE Dirhams.

Individual **4,960 Dhs**

Group (more than two) **4,460 Dhs**

Name/position invoice should be addressed to:.....

Please Fax back the completed Form to + 971 (0) 4 345 3356
We will send you confirmation of your booking and further details.
Thank you.