



Key Account Management

AN ISM EXECUTIVE TRAINING COURSE

13th 14th & 15th March 2012



Course content:

- The Nature of Key Accounts compared to other types of customers.
- The impact on the business of Key Customers and the implications of 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.



"Excellent course, a must for aspiring sales professionals!"

Peter Barr, DIFX Training



+971 4 457 3814



+971 4 457 3999



info@ismdubai.com www.ismdubai.com



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

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.”

Upon successful completion of the course attendees will:

- 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

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.

Timings and Location:

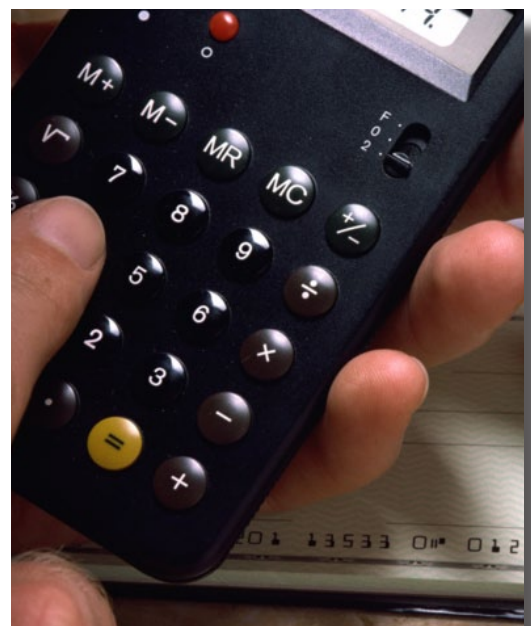
The training will be held in Dubai (details will be provided on application). All training days commence at 9.00am and finish at approximately 5.00pm.

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.





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Course Leader: Bill Levell

His hugely successful career includes appointments for marketing and sales in a wide variety of markets at senior Board and management 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, Management, and Advanced Negotiation. He has developed his own planning and analysis tools, which are now a standard part of the sales and marketing curriculum's 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 15 years.

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

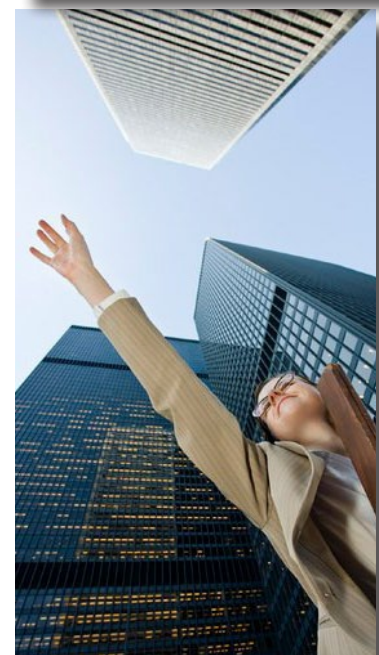
Additional Information:

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.



Clients regard him as a visionary thinker!



COURSE REGISTRATION FORM

Key Account Management



ISM

Institute of Sales & Marketing

Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999, Email: info@ismdubai.com

1 CHOOSE YOUR PACKAGE

- PLATINUM PACKAGE** Send 4 delegates 20% discount or 5th seat FREE!
- 3 Delegates (receive a 10% discount) 4460 Dhs per person
- 2 Delegates (receive a 5% discount) 4700 Dhs per person
- Please book 1 Delegate 4960 Dhs

"ISM COURSES ARE ALWAYS
GREAT VALUE FOR MONEY"
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

3 COMPANY DETAILS - Please complete in block capitals

Organisation name: _____ Industry: _____
 Address: _____ Postcode: _____
 Country: _____ Tel: _____ Fax: _____ Email: _____

4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: _____ Job Title: _____
 Email: _____ Industry: _____
 Address: _____
 P.O Box: _____ Country: _____ Tel: _____ Fax: _____

Authorising Signature* (Mandatory): _____

By signing this form I have read and agreed to ISM's terms and conditions listed below

5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing: _____
 Tel: _____ Fax: _____
 Email: _____
 Address: _____

Please Fax back the completed Form to + 971 4 457 3999
 We will send you confirmation of your booking and further details.
 Thankyou.

Enquiry form for related courses

Fax to: + 971 4 457 3999

Please send me details of 2012 training calendar

- Social Media & Digital Marketing 13th & 14th May 2012
- Finance for Non Financial Managers 15th, 16th 17th May 2012
- Marketing Masterclass 20th, 21st & 22nd May 2012
- Presentation Skills 23rd & 24th May 2012
- Professional Selling Skills 27th, 28th & 29th May 2012

Name: _____
 Job title: _____
 Company Name: _____
 PO Box No: _____
 Address: _____
 Tel No: _____ Fax: _____

TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.