



Management Consultants & Trainers

13 Years & Growing

SBL
Claimable
*subject to PSMB conditions

KEY (STRATEGIC) ACCOUNT MANAGEMENT

2 Days Highly Interactive Programme



**MAXIMIZE
PERFORMANCE
& PRODUCTIVITY OF
KEY CUSTOMERS**

DATE:

29th - 30th March 2010

Venue:

Prince Hotel & Residence, KL

Time:

9.00am - 5.00pm

Who Should Attend?

- *Key Account Managers*
- *Experienced Salespersons and*
- *Others who want to manage key client relationships appropriately and profitably*

To register please call: 603 - 7490 4529/4530
(Gregory/Nammy) or Visit us online at www.rcj.com.my



Save more with
Inhouse Training



All participants receive a
course certification



Save more with group of
3 registrees and more

KEY (STRATEGIC) ACCOUNT MANAGEMENT

Maximize Performance & Productivity

Welcome to the Key (Strategic) Account Management Program. This highly interactive 2 days workshop is designed to help you develop the knowledge and the skills required to maximize performance and productivity as a KEY ACCOUNT MANAGER



In today's markets, key (or strategic) account management has become a critical issue for many companies. Where 80% of current or potential revenues come from 20% of customers, many firms have come to realize that these customers must be treated differently from the average customer. Sales teams in the new millennium need to manage the 20% of customers (who drive 80% of profits) in a consultative manner, underpinned by a thorough Account Management process and system.

This program will teach participants to:

- Develop a strategic approach to key account management focusing on the selection and prioritization of key accounts (Dealers, Distributors, Wholesalers & Institutional Accounts)
- Develop key account planning processes; know how to construct a key account plan
- Set short, medium & long term goals and objectives and develop strategies and tactics to achieve them
- Deal with decision-makers and influencers at all levels of the key account organization
- Understand the buying process Key Accounts apply when making purchasing decisions
- Identify clients' 'buying' criteria and influence purchasing decisions in favor of one's own products
- Implement strategies for after-sales account servicing and support
- Effectively negotiate contracts with buyers that address needs of all parties concerned.
- Develop, strengthen and enhance long-term, value-based, client relationships on a preferred supplier basis
- Discover and address gaps in client knowledge that are crucial to developing solutions
- Identify strategies for client loyalty based on value not price

Previous Participants' Comments

"The program is applicable in my daily job function, makes me think out of the box. Program Director is very knowledgeable, informative about our needs."

ILSAS

"Program – informative. Director – clear & precise "

Avery Dennison

"Interactive sessions and tailor – made to our needs"

Guinness Anchor

CONTENTS

DAY 1

Module I – The Concepts of Key Account Management

Why Key Account management? What is a Key Account? This module looks at the selection criteria for a key account based on such issues as real and potential sales volume, revenues and strategic importance of the account.

Module II – The Key Account Plan – Sales Planning

This module sets the direction and goals for a Key Account through the formation of a Key Account Plan. Short, medium & long term goals and objectives are set and strategies and tactics to achieve them are derived. Measurements for sales call effectiveness are set and guidelines for call frequency and use of the sales team's manpower resources determined.

Module III – Knowing the Account Buyers

This module identifies Key Buyers within a specific account and classifies them into major categories. (Decision makers, technical experts, users and sponsors.) The module teaches techniques to uncover and address gaps in account knowledge that are crucial to developing solutions.

Module IV – Organizing & Managing the Sales Team

Where the account is managed by a sales team, such issues as communicating with and motivating the sales team are reviewed. Key account managers are shown how to prioritize time, match individuals to tasks/accounts and manage territories. How, when and how often to conduct sales meetings is also taught.

Module V - How Buying Decisions are Made

This module covers the issues of how corporate buying decisions are made. It specifically relates to the use of criteria to determine the value of one vendor's products over others. The module teaches SWOT analysis techniques

DAY 2

Module VI - Influencing Individual and Corporate Decision-Making Criteria

The module provides 6 techniques for positively influencing both individual and corporate decision criteria to match the vendor's own strengths. Competitive analysis techniques to determine the strengths & weakness of competitors are taught.

Module VII - The Key Account Sale

This module looks at the Key Account Sales as a continuous, cyclical process commencing with identification of needs through vendor evaluation, pre-sale resistance, decision-making, implementation issues to reassessment of needs and requirements over time. How each phase of this cycle is addressed during client meetings and sales call are discussed in detail. The module includes such issues as predicting resistance and objections, pre-sale jitters, negotiation of price/terms and post sale support.

Module VIII – Post Sales Account Servicing and Support

This module addresses all of the strategies and techniques to ensure implementation of the solution (delivery, product support, etc) are effectively managed.

Module IX – Negotiation of Contracts

This module helps participants understand the role of Negotiation within the framework of Key Account Management. Key negotiation skills and management of the negotiation process are discussed.

Module X - Supporting the Key Account

This module teaches techniques and strategies to develop, strengthen and enhance long-term, value-based, client relationships on a preferred supplier basis. Similarly, it identifies strategies to build client loyalty based on product and account value rather than price alone.

Module XI - Closing Review

A review of all skills learned during the program and action planning for skill implementation in each participant's sales activities.

About Your Program Leader: TERENCE A. HOCKENHULL



Terence Hockenhull is British by birth. However, he has spent most of his adult working life in South East Asia. He is the President of Charteris Consulting, Inc.

With 20 years industry experience and cultural exposure working and living in Hong Kong, Philippines, Thailand, Singapore, Taiwan, Malaysia, Japan and Indonesia, he has built a highly successful

business designing, developing and delivering effective training programs to both local and multinational corporations. He speaks conversational Cantonese.

Terence uses his extensive experience to develop results-driven learning programs based on well-researched skills and his exposure to South East Asian cultures. His training programs have a direct, practical and culturally sensitive application.

He is a strong advocate for professionalizing sales teams through appropriate training and the use of effective planning tools.

He delivers programs in such far-flung locations as the Caribbean, Middle East, Central and South America

Mr. Hockenhull is currently working with multinational clients developing e-learning, web-based and self-paced, sales programs. He has successfully run sales, negotiation, dealer management and sales management programs for a number of client institutions and organizations. These include clients in the pharmaceutical and consumer health care sectors including Unilever, Bristol Myers Squibb and Colgate Palmolive.

Terence is a regular guest speaker at sales conventions and events throughout the region. He has written articles on sales and management for a number of prestigious publications including a weekly column for BusinessWorld Newspaper.

In addition to his own consultancy work, Terence is a training associate and program director for RCJ Consulting Sdn. Bhd.

* * * * *

REGISTER NOW! FAX BACK TO 603-7490 4532

WE ARE AT

2-6-4, 6th Floor,
Menara KLH Business Centre, Off 2 1/2 Miles,
Jalan Ipoh, 51200 Kuala Lumpur.
☎ : 603-2381 0567 / 603-7490 4528/29/30
Fax : 03-7490 4532
Email : rcj@rcj.com.my
Website : www.rcj.com.my



About In-House Training

If your company wishes to have a cost-effective inhouse training program customized to your company needs

**PLEASE DO NOT HESITATE TO CONTACT US at:
603-7490 4529/30 (Gregory/Nammy)**

RESERVE YOUR SEAT TODAY!

YES! I/We will attend Key (Strategic) Account Management

29th - 30th March 2010 ---- Prince Hotel & Residence KL

PARTICIPANT (S) DETAILS

TERMS & CONDITION

Registration:-

Registration forms must be completed and submitted together with full payment before commencement of the course. Otherwise, your registration(s) will be treated as unconfirmed. Payment can be made either by cheque or bank drafts payable to **RCJ CONSULTING SDN. BHD.** and crossed 'A/C PAYEE ONLY'.

Cancellation:-

Cancellation from the course is subject to the following:-
- Fourteen (14) days prior to commencement - 75% refund.
- Less than fourteen (14) days prior to the commencement - 50% refund.
- No show - no refund; if a participant fails to attend the program, the course fees will not be refunded nor allocated to another program.

Name: Mr/Ms _____
Designation: _____
H/P: _____
Email: _____
Name: Mr/Ms _____
Designation: _____
H/P: _____
Email: _____
Name: Mr/Ms _____
Designation: _____
H/P: _____
Email: _____
Name: Mr/Ms _____
Designation: _____
H/P: _____
Email: _____
Name: Mr/Ms _____
Designation: _____
H/P: _____
Email: _____

COMPANY'S DETAILS

Company Name: _____ Tel: _____
Address: _____ Fax: _____
Contact Person: _____
Designation: _____

INVESTMENT

	EARLY BIRD RATE		SAVINGS		NORMAL RATE	
	RM		RM		RM	
	Individual	Group****	Individual	Group****	Individual	Group****
PRICE	2052	1938/person	228	342/person	2280	2052/person

**** 3 or more participants

FEE INCLUDES LUNCHEONS, REFRESHMENTS AND COMPLETE SET OF MATERIAL

IT DOES NOT INCLUDE THE COST OF ACCOMMODATIONS AND TRAVEL



REGISTER NOW! FAX BACK TO 603 - 7490 4532