

Programme on Key Accounts Management



SELLING & MANAGING SUCCESSFULLY PROFITABLE CUSTOMERS

Thursday, April 19, 2018 • 9.30 a.m. to 5.00 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, ATIRA Campus, Ahmedabad

RATIONALE: Every business has key accounts. A little focus on them will make a lot of difference. Also, Big, Profitable, and companies with continuous business are key accounts. Selling to big companies is about forming strategy, preparation, delivering value and maintaining relationship. Here is a definitive workshop that will help you to overcome all these - offers a practical, step-by-step method for negotiating successfully with large and profitable customers.

PARTICIPANTS PROFILE: The programme will benefit all executives and staffs from Sales, Marketing, Logistics, Distribution (direct or channel), from all types of businesses. A workshop must for Key-Accounts manager.

WHAT WILL IT COVER:

- Key Accounts are Different
- What is Key Account?
- The Role of a Key Account Manager
- Selling to Key Accounts
- Make the Difference
- What Decision Makers want from you?
- Understanding Key Accounts
- The Key to Future
- The Key account as Business Partner
- The Account Development Plan
- Relationship Management
- Marketing Communication Programmes
- Winning Business
- Key Account Handling

WORKSHOP METHODOLOGY: Participative and interactive. Presentation, success stories, problem discussions and course material (one copy).

FACULTY: Mr. Ajoy Kumar Guha former Executive Director (Business Development) of Renoir Consulting-UK, before becoming a management consultant has served various industries for 30 plus years.

FEE: Rs.1,600/- per participant including GST. Concession for Members 10%, Patron Members 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "Ahmedabad Management Association".

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Registration Form:

Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, AMA Complex, Ahmedabad 380015.

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E-mail: ama@amaIndia.org • **Website:** www.amaIndia.org

Android Mobile App: AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Organisation:	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address:	
Telephone(s):	Mobile:
E-mail:	