CELEBRATING 60 AMAZING YEARS

AHMEDABAD MANAGEMENT ASSOCIATION®

Workshop on

Managing Key Customers

Thursday, July 6, 2017 (9.30 a.m. to 5.00 p.m.)

at Torrent-AMA Management Centre • Core-AMA Management House, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad

Perspective: A large amount of business comes from a small number of customers. Achieving key supplier status with these customers is critical for the success and indeed the survival of businesses. Retention of these key customers in a very competitive environment is the primary objective of the sales team and the organization. This one-day workshop focuses on maximizing the potential of key customers. A strong focus will be placed on relationship building and the skills needed to protect key accounts from competitor attack.

Objectives

- To learn the skills for managing the complexity of key customers
- To develop the ability to build a long-term and short-term plan for each account
- To be the preferred 'partner' and nurture the potential of the key customer

Workshop Content

- Managing Key Customers - It's Big Business
- Understanding their profile and potential
- Concept of 'Life-Time Value' of Customers
- The problem solving and solution selling model
- Developing an effective Customer Value Proposition
- How to communicate/connect at a higher level
- Negotiating & Influencing Skills with key customers
- Identifying cross selling & networking opportunities
- Establishing your own internal & external networks
- Building client relationships that last
- Repairing a damaged customer relationship
- Dealing with Difficult Situations

Methodology : **Self-assessment Exercises, Group Activities, Case-studies and Audio-Visual Presentations**

Faculty : **Mr. Vincent D'Silva** has over 25 years of work and consulting experience in reputed organizations in the areas of Strategic Planning, Marketing & Manufacturing. His courses on Communication Effectiveness, Sales & Service Excellence and Leadership Development have been conducted in India, the Middle East & South-East Asia. He is an Engineer from VJTI, an MBA from the S. P. Jain Institute of Management, and has been a faculty at several renowned business schools and corporates in India.

Fee : Rs.1500/- per participant inclusive of Service Tax. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

Workshop on Managing Key Customers **July 6, 2017**

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

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.
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Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org.

Name(s) Designation

1.

2.

Organisation:

Address:

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Phone: Mobile:

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