

# Key Account Management

MEDIUM : Cantonese  
FEE : HK\$3,480

COURSE CODE : KAM  
EARLY BIRD : HK\$3,180

DURATION : 1 Day

**30 Jan, 2018 (Tue)**

In the new economy, it is inevitable to face tougher competition due to the fact that more and more companies employ technology as a mean to build their cutting edge. In order to excel in such business environment, the effective use of companies' resources in managing clients' expectation become a critical issue. Based on Pareto Principle, providing outstanding services to retain key accounts is vital. Turning this customer asset into value can be highly beneficial for a corporation.

**The objective of this workshop is to provide the necessary understanding and skills to manage their key accounts effectively.**

## Objectives

Upon completion of this workshop, participants are able to:

- Understand the role and responsibilities of a Major Account-based Manager
- Identify the steps in leading to successful Major Account management
- Develop and Analyze Customer's business issues
- Create dynamic business solutions
- Extend opportunities for growth within the account
- Enhance Account Management Strategies
- Analyze the key Customers to identify their primary source of competitive advantage

## Course Outline

### 1. Introduction to Strategic Major Account Management

- The role and responsibilities of strategic major account managers
- Managing the planning dilemma
- Identify the level of trust and commitment

### 2. The Account Planning Process

- Gathering information from key accounts
- Critical questions about key accounts
- Account history checklist

### 3. Analyze the situation of your key account

- Use of SWOT analysis
- Analyze the politics within the key account
- The Competitive Matrix

### 4. Expanding Business

- Analyze opportunity for business expansion
- Set account vision
- Assessing opportunities for the account

### 5. Develop objectives and strategies for the key account

- Brainstorming opportunities
- SMART principles in setting business improvement objectives
- Account planning

## COURSE ARRANGEMENTS

Week	Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium of Instruction
<b>January 2018</b>								
3	Jan-16	Effective Communication Strategies	NEW COMMST	1	HK\$3,480	HK\$3,180 Dec 22, 2017	Dec 27, 2017	C
	Jan-18	Leading Virtual Teams Effectively	NEW LVT	1	HK\$3,480	HK\$3,180 Dec 22, 2017	Dec 27, 2017	C
	Jan-19	Business Etiquette Workshop	BEW	1	HK\$3,480	HK\$3,180 Dec 22, 2017	Dec 27, 2017	C
4	Jan-22	Effective Business and Email Writing	EBEW	1	HK\$3,480	HK\$3,180 Dec 29, 2017	Jan 2, 2018	C/E
	Jan-23	Persuasive Presentation Skills Workshop	PPSW	1	HK\$3,480	HK\$3,180 Dec 29, 2017	Jan 2, 2018	C/E
5	Jan-29	Face-to-Face Selling Skills	FFSS	1	HK\$3,480	HK\$3,180 Jan 5, 2018	Jan 10, 2018	C
	Jan-30	Key Account Management	KAM	1	HK\$3,480	HK\$3,180 Jan 5, 2018	Jan 10, 2018	C
<b>February 2018</b>								
1	Feb-02	Finance for Non-Finance Executives	NEW FNFM	1	HK\$3,480	HK\$3,180 Jan 5, 2018	Jan 10, 2018	C
2	Feb-05	Innovation in Leadership	INL	1	HK\$3,480	HK\$3,180 Jan 12, 2018	Jan 17, 2018	E
	Feb-05	Mastering Strategy and Turning Strategy into Results	STM	1	HK\$3,480	HK\$3,180 Jan 12, 2018	Jan 17, 2018	E
	Feb-06	The Key to Engaging your Workforce	NEW EYWF	1	HK\$3,480	HK\$3,180 Jan 12, 2018	Jan 17, 2018	C
	Feb-08	Managing Conflict and Disagreement	MCD	1	HK\$3,480	HK\$3,180 Jan 12, 2018	Jan 17, 2018	C/E

C = Cantonese, E = English

**TIME:** 9:00 am - 5:00 pm daily **VENUE:** Regal Hongkong Hotel, Causeway Bay, HK.

\* Fees include refreshments and buffet lunch

### PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

### CANCELLATION AND SUBSTITUTION POLICY:

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

### ATTENDANCE CERTIFICATE:

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

### CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:

Please visit our Website at [www.celhk.com](http://www.celhk.com) or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

## ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

**Company Name :**

**Address :**

**Contact Person : (Mr / Ms)**  **Job Title :**

**Direct Line :**  **Email Address :**

**Mobile :**  **Fax :**

**Authorized Person : (Mr/Ms)**

**Job Title :**  **Direct Line :**

**Signature :**  **Date :**

Cheque enclosed for HK\$

Please note seminar fees are payable in advance

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt



**BY PHONE:**  
Call Miss Mak at:  
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**BY FAX:**  
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our FAX at number:  
**2838-7122**



**BY EMAIL:**  
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