

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	
January 2018									
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
February 2018									
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 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



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Call Miss Mak at:
2838-1182



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