

# Key Account Management

## 大客戶管理技巧

MEDIUM : Cantonese  
DURATION : 1 Day

COURSE CODE : KAM

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>November 2018</b>								
2	Nov-13	Creative Thinking and Innovation	NEW CTI	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
	Nov-14	Persuasive Presentation Skills Workshop	PPSW	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
	Nov-15	Effective Business and Email Writing	EBEW	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
	Nov-16	Time and Task Management	TTM	1	HK\$3,480	HK\$3,180 Oct 19, 2018	Oct 24, 2018	C/E
3	Nov-23	Key Account Management	NEW KAM	1	HK\$3,480	HK\$3,180 Oct 26, 2018	Oct 31, 2018	C
4	Nov-28	Influential Leadership Workshop	ILSW	1	HK\$3,480	HK\$3,180 Nov 2, 2018	Nov 7, 2018	C/E
	Nov-30	Problem Solving and Decision Making	PSDM	1	HK\$3,480	HK\$3,180 Nov 2, 2018	Nov 7, 2018	C/E
<b>December 2018</b>								
1	Dec 4-5	Project Management Workshop	PMW	2	HK\$6,480	HK\$5,980 Nov 9, 2018	Nov 14, 2018	C/E
	Dec 6-7	Innovation 123	NEW IN123	1.5	HK\$5,380	HK\$4,980 Nov 9, 2018	Nov 14, 2018	C/E
2	Dec-10	Coaching and Motivating your Work Team	NEW CMWT	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C/E
	Dec-11	Personality Styles and Team Communication	NEW PSTC	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C/E
	Dec-12	Corporate Image + Business Etiquette	CIBE	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C/E
	Dec-13	Consultative Selling Skills	NEW CSS	1	HK\$3,480	HK\$3,180 Nov 16, 2018	Nov 21, 2018	C

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 fax, mail or email, CEL will issue an acknowledgement form 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:  
**2838-1182**

**BY POST TO:**  
Communication Engineering Ltd.  
Room 903, Connaught Commercial Building,  
185 Wan Chai Road, Wan Chai, Hong Kong

**BY FAX:**  
Send enrolment form above to our FAX at number:  
**2838-7122**

**BY EMAIL:**  
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