

“I had the attitude that selling to major accounts is hard, but after this course my attitude has changed 360° - the course was excellent”

Lidia Nsungna  
Senior Relationship Manager  
Nestle foods.

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Training | Conferences | Events | Publications



# Effective Key Account Management

Led by renowned  
author and expert

**Ian Ruskin Brown, UK**



Over 3 decades of commercial  
experience including Key Account  
Management with leading Global  
Organizations

Fellow of the Institute of Sales  
and Marketing management

Member of the  
British Institute of Management

Author of best selling books like  
Mastering marketing, Marketing  
your service business and Practical  
pricing for results

## Who Should Attend?

Marketing Managers  
Sales Managers  
Commercial Managers  
Channel Development Managers  
Key Account Executives

Develop account management **strategies**  
& produce real **business growth**

**15 - 16 March 2010**, Sheraton Hotel, Karachi  
**19 - 20 March 2010**, Holiday Inn, Lahore  
9:30 am - 5:30 pm

## Key Benefits:

- ✓ Identifying & Classifying Key Accounts
- ✓ Key Account Management Process
- ✓ Key Account Penetration Process
- ✓ Defining 'Edge'
- ✓ Selecting the Winning Accounts
- ✓ Account Analysis
- ✓ Introduction to Behavioral Analysis

## For Registration:

Tel: +92-21-34534261, +92-21-34536315, +92-21-34520093  
Fax: 021-34520708, E-mail: register@octara.com

**www.octara.com**



**Limited Offer!**  
Complimentary copy of Ian Ruskin's book  
**"Mastering Marketing"**

Your course director

# Ian Ruskin Brown

MSc. MIMgt, MCIM, DipM, FinstSMM, MMRS

Ian Ruskin Brown, is an author, International Marketing and Sales trainer and Consultant, Member of the Chartered Institute of Marketing, Fellow of the Institute of Sales and Marketing Management, Member of the British Institute of Management.

He is also the Principal of Ruskin Brown Associates, an independent training and consultancy set up since 1983 in the UK. This consultancy continually brings him into contact with a wide range of typical sales and marketing situations in United Kingdom, United States of America, Asia and Europe. Thus, over the last 35 years he has excelled in Strategic Management, Sales and Marketing.

Ian's commercial career includes his involvement in "Key Account Management" with companies like J. Lyons, Exxon Petroleum (aka Esso), Kimberly Clark, Goodyear Tire company, and Trebor Sharpes Distribution. Over this time he has directly, or via members of his various sales teams, managed the accounts of major organizations like Sainbury's, HM Customs and Excise, J. Laing Ltd. (motorway construction UK), Kodak Medical Imaging, Lloyds Bank, United Bank of Kuwait, Mashreq Bank of Dubai, Norwich Union U.K. Ltd., ST Microelectronics (4th largest chip maker in the world) & the list goes on. Ian has also managed accounts of two of the largest health care businesses in the world, namely - the "Welcome Foundation (Animal Health division) and GlaxoSmithCline (Virology).

In addition, as a trainer and consultant, he has trained the KAM teams of many large and high-tec companies such as Otokumpo (largest producer of Copper products and stainless steel in the world), and Kone/ Partek (the largest manufacturer of Materials Handling equipment in EU). He has carried out a great amount of diversified in-house work related to Account management with several industries across the globe.



Principal of Ruskin Brown Associates, UK

Diplomat of the Market Research Society

Member of Business Graduates Association of MBA's

Fellow of the Institute of Sales and Marketing Management

Member of the British Institute of Management

Faculty of the Chartered Institute of Marketing (CIM)

## International Clients

- ✓ **Nokia**
- ✓ **Ericsson**
- ✓ **Rank Xerox**
- ✓ **Barclays Bank**
- ✓ **Hitachi International**
- ✓ **ChevronTexaco**
- ✓ **Bank of Ireland**
- ✓ **Philips**

**Ian Ruskin Brown**  
is the best selling author of

**Mastering marketing**



**Marketing your service business**



**Practical pricing for results**



## Hear What Delegates Have Said About Ian:

"A highly informative session enriched with readily applicable techniques which will help me add value to my organization."  
**Coca Cola Beverages, Pakistan**

"A very exceptional course, really worthwhile - a good use of the time available, the course was well prepared and very relevant"  
**Chevron East Africa**

"The Instructor has worked hard on his presentation style and maintained a good interaction with the audience throughout the session"  
**Haleeb Foods**

"An excellent experience to attend such a beneficial workshop led by an amazing trainer!"  
**Packages Limited Lahore**

"A practical and excellent course - information rich - lots of practical illustrations and exercises"  
**Barclays HO Nairobi Kenya**

**Training Methodology**



### Approach:

The program will be highly interactive with participants working in teams to develop an account plan for the case.



### Case-work - 'Consolidated Food Processors'

In this 2 day workshop, a specific Case Study 'Consolidated Food Processors' will be used. Participants will work on this Course Case Study in syndicate groups and in stages throughout the course.

# Effective KEY Account Management

## OVERVIEW

This comprehensive and highly interactive two-day workshop will offer an unrivalled opportunity to gain solid understanding and best practices in maximizing your ROI and building stronger business relationships. You will acquire first hand knowledge and skills to defend your organization from competition, adding value to the existing & new business relationship, optimizing full business potential and build and develop account management strategies that will produce real business growth.

## COURSE OUTLINE

TIME	Day One	Rationale / Objectives
09:30	<b>Introduction: Program, Style and Case Study</b> What is a Key Account? The evolution from transactional selling; The relationship intensity model; The stages in the KAM process. <b>Case study:</b> Consolidated Food Processors (CFP) <b>Video:</b> Lanes Transport (Part 1)	<ul style="list-style-type: none"> <li>• Set the stage and objectives of the training program</li> <li>• Define what a key account is and the criteria for key account selection</li> <li>• Know the importance of key accounts to organizations</li> </ul>
10:30	<b>COFFEE BREAK</b>	
10:45	<b>KAM Stage 1: Account Analysis – Where do we Concentrate?</b> The need to focus and hence prioritize your accounts; Analysis of the food chain via TEMPS & PLC; Your position on the 'buyer's matrix', How competitive is your organization? <b>Case study:</b> The Levitt construct and competitive matrix for CFP	<ul style="list-style-type: none"> <li>• Learn a structured way to prioritize your accounts</li> <li>• Acquire tools to determine where we stand in the eyes of the customer and how competitive we are</li> <li>• Apply the tools to the case study</li> </ul>
13:00	<b>LUNCH</b>	
14:00	<b>KAM Stage 2: Structural Analysis – Formal/Informal Buying</b> Sources of power—the role of formal and informal structures in KAM; Use of the 'sociogram'. <b>Case study:</b> Select 1st two interviews with CFP + feedback	<ul style="list-style-type: none"> <li>• Learn tools to conduct a structural analysis of key accounts</li> <li>• Appreciate and leverage on the knowledge of the sources of power in managing key accounts &amp; acquire the 'sociogram' instrument</li> </ul>
15:30	<b>COFFEE BREAK</b>	
15:45	<b>KAM Stage 3: Behavioral Analysis</b> The four basic types – how to recognize and flex to them; How not to push them into their 'back-up' style <b>Case study:</b> Select next 2 CFP interviews.	<ul style="list-style-type: none"> <li>• Understand the different behavioral types and their motivation in making buying decisions</li> <li>• Develop strategies to manage the different behavioral styles in KAM</li> </ul>
17:30	<b>DAY ENDS</b>	
TIME	Day Two	Rationale / Objectives
09:30	<b>Review of Key Learning from Day One</b> <b>KAM Stage 4: The Key Account Penetration &amp; Maintenance Process</b> Assessing competitive position; Developing a Competitive Differential Advantage (CDA); Testing the CDA in the market place	<ul style="list-style-type: none"> <li>• Appreciate the importance and know-how of assessing our own competitive position</li> <li>• Learn how to develop a competitive differential advantage</li> </ul>
10:30	<b>COFFEE BREAK</b>	
10:45	<b>KAM Stage 4 Continued: To 'Partner' or to 'Convert'</b> Arrive at the B2B strategy and objectives—whether to 'convert' or to 'partner'; The account SWOT box; Areas of skills analysis <b>Exercise:</b> Complete objectives, strategies, SWOT for CFP	<ul style="list-style-type: none"> <li>• Know when it is more appropriate to 'partner' or to 'convert'</li> <li>• Develop short and long-term objectives for the key account</li> <li>• Understand where the S &amp; W's come from</li> </ul>
13:00	<b>LUNCH</b>	
14:00	<b>KAM Stage 5: Making the Executive Presentation &amp; its Follow-up</b> 1. The process 2. The presentation itself <b>Exercise:</b> Face to face interview with a CFP member of management <b>Video:</b> S.P.I.N. <sup>®</sup> <b>Exercise:</b> Compose a series of S.P.I.N. <sup>®</sup> questions	<ul style="list-style-type: none"> <li>• Know how to prepare a presentation that addresses the 'WIFM' needs of the Deciders in the Key Account</li> <li>• Recognize and manage the internal issues in KAM</li> <li>• Avoid the pitfalls in KAM</li> </ul>
15:30	<b>COFFEE BREAK</b>	
15:45	<b>KAM Stage 6: Nurturing the Business</b> Strategies to nurture the relationship; The use of the Service Level Agreement (SLA) <b>Video:</b> Lanes Transport (Part 2)	<ul style="list-style-type: none"> <li>• Understand when and where to use the different 'nurturing' strategies to keep TKA's business</li> <li>• Know how to use the SLA for KAM</li> </ul>
17:30	<b>END OF TRAINING</b>	

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## Workshop Investment

PKR **29,999/-**  
per participant

**10%**  
**Group Discount**  
on 2 or more participants

Course material, Octara certificate, lunch, refreshments & business networking

### Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
E-mail : [register@octara.com](mailto:register@octara.com)  
          : [info@octara.com](mailto:info@octara.com)  
Fax : 021-34520708, 021-34546639
- Send us your:  
Name | Designation | Organization  
Mailing Address | Phone, Fax and E-Mail
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Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

To receive this flyer by e-mail drop us a line at [info@octara.com](mailto:info@octara.com)

To view reports on our past training workshops and events logon to [www.octara.com](http://www.octara.com)

### Registration Note

Participation will be confirmed subject to receipt of payment.

### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as an invoice is received by the client. Due to any reason if the client is not able to attend the workshop/conference, they may inform Octara Sales/Finance department in writing within 48hours of the receipt of the invoice. In case of no intimation from your organization we reserve the right to claim the invoiced amount. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 12 months.

## Bring Effective KEY Account Management In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact Mohsin Rahim at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com) or call at 0321-2133409 for more details

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Ian Ruskin Brown



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