

The
Sales Doctor
Ramez Helou

Systematic Key Account Management

11 - 12 July 2012, Sheraton Hotel & Towers, Karachi | 9:00 am - 5:00 pm



Course Director: Ramez Helou

CEO and Founder, The Academy for Sales Excellence



- Former Head of Sales and Business Head at Unilever Food Solutions in the Gulf countries
- Former Regional Sales Training Manager for Asia, Africa & Middle East at Unilever Food Solutions
- Trained and inspired more than 50,000 professionals in 20 countries on 4 continents
- More than 21 years of field experience of B2B and B2C strategies
- Author of Unilever Food Solutions' Global B2B Sales Training Program implemented across the world

Ramez is a highly accomplished professional speaker and trainer with a sales focus who is also fluent in Arabic, French and Spanish languages. He is a certified **NLP Master Practitioner** from the American and British Board of Neuro Linguistic Programming.

He started his career in direct sales at age 19 while studying International Business at Villanova University in Philadelphia, USA. As an independent contractor with Vector Marketing Corporation, he started his own multi-million dollar company "RH International Inc." From Philadelphia, he moved to Puerto Rico & Costa Rica and built a sales force of over **300** people with more than 10 branch locations. He continued in that same business for 15 years achieving "Hall of Fame" status, a milestone reserved for the very best in that industry.

In 2004, he entered the corporate world to gain more international exposure and joined **Unilever** in Food Solutions. As their Regional Sales Training Manager for Asia, Africa and Middle East he took his vast experience to more than 20 countries, designing and implementing a **Global Sales Training Program**. In 2007, he was further appointed **Head of Sales** for the G.C.C and managed the turnaround of the Food Service Division from losing 5 years consecutively to its first ever profitable operation.

After reaching the rank of **Business Head** in 2009, on May 31 2010 he stepped away from Unilever to pursue his passion in speaking and training teams. Over the last 22 years, he has trained more than **50,000** people.

Few of top international clients that have benefited from **Ramez's** workshops:



What delegates have said about **Ramez's** previous courses

"Very refreshing and eye opening. Clearly focused throughout!"
Hani Azzouqah, Managing Director – Peaks Holding

"Demonstrated how sales can be a value-driven strategic process rather than just a tactical concept."
Yogesh Raje, Sales Director - Steder Group

"I enjoyed learning about how buyers think and the way to approach them in order to get them to identify value instead of me telling them the value!"
Dale Emsli, Business Manager - Chep Logistics

"Excellent tips provided on probing and preparation. As a result of this session, I will ask more questions and be more specific than general. Thanks a lot for your help."
Francois Dumontel, Director – UAE Compare

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The Program:

In today's challenging business environment, your key accounts are being targeted by your competitors! If 80% of your business is coming from 20% of your customers then it's safe to assume that this 20% is essential to the overall long term success of the organization. We refer to that 20% as external assets of the company. Just as any asset, it requires a certain level of maintenance and attention in order to insure its continued functionality. This program becomes a strategic tool in developing existing relationships and attracting new ones.

Top 6 Learning Outcomes:

- Understand the buying process and influencers involved in it
- Define the hierarchy of needs of the client and the **stages** of the **Key Account Relationship Development Continuum**
- Structure the **engagement strategy** and **contact matrix**
- Analyze macro and micro environment to **structure optimum customer opportunities**
- Develop the Key Account relationship plans and activities
- Create **action plans** and accountabilities

How would your business be affected in case you lose a key account?

How can you achieve faster growth and achieve success by developing and sustaining long term relationships with your key accounts?

"Systematic Key Account Management" allows the account managers to define, structure and deliver their key account plans to achieve their organizations' long term objectives.

Ideal Candidates:

Key account managers, sales managers, sales directors and other "C" level executives that are involved in Key Accounts and customer engagements will greatly benefit from this course.

Section 1 Defining the Key Account Management (KAM) Process

The difference between Selling and KAM
The buying process and its evolution
Prioritize your KAM focus
Detailed customer research and analysis
Defining the strategic approach for KAM
Identifying your corporate fit

Section 2 Structuring your KAM process

Identifying the various buying influencers
Relationship perceptions
Identifying your unique client's value beyond price
Traditional customer engagement vs KAM engagement strategies
Creating a structured Contact Matrix for your Key Accounts

Section 3 Delivering your KAM Strategy

Aligning your internal organization to mobilize
Transactional selling vs Consultative selling
Consultative questioning skills refined
Understanding personality styles and how to adapt to them
Next steps and action plans.

Section 4 Case Study

Delegates will bring with them a live client case. They will build the account plan using the learning and templates provided. This becomes the blue print for them to use in connection with the rest of their Key Accounts thus allowing for easier recall, adoption and immediate usage of ideas.

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Workshop Investment

PKR **39,999/-** per participant

10% Group Discount on 2 or more nominees

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

5 Easy Ways to Register



021-34534261
021-34520092



Octara Private Limited
2/E-37, Block-6,
P.E.C.H.S., Karachi.



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Strategic Partners



Logistics Partner



Partner



Bring Systematic Key Account Management In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at jason.bosco@octara.com or call at **0332-2422732** for more details

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