

SATVAM Consulting Private Limited

Program on Key Account Management

Generate & protect revenues from most valuable clients

<u>Day & Date</u>	<u>Location</u>	<u>Venue</u>
Tuesday, January 08, 2019	Mumbai	VITS Hotel, Off. Andheri-Kurla Road, Kondivita Lane, Andheri (E) Mumbai – 400059 (Besides Trade Star Building)

(Program Time: 09.30 a.m. to 5.15 p.m. & Registration/breakfast: 9.00 to 9.30 am)

Benefits/ learning objectives:

Key accounts are those held by customers who produce most profit for a company or have the potential to do so, or those who are of strategic importance. Development of these customer relations and customer retention is important to business success. This programme will give these account managers the opportunity to practice, refine and build up their skills which will result in higher profit for the organisation.

Contents:

- Understand the basics of key account and Key Account Management (KAM)
- Difference between sales and KAM
- With whom Key Account Managers deal
- How to select the Key Accounts and why would one need to manage them
- How to develop Key Account Plan
- KPIs to manage Key accounts effectively
- What is pre-KAM checklist
- How to decide customer importance
- The Key Account Planning process (KAP) – Planning and Prioritizing efforts
- Customer, past business and Competetion analysis
- Role of Key Account Managers

P.T.O.

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Participation Level:

- Experienced sales professionals who manage key accounts and strategic business relationships
- Middle level & Senior Level Managers who are responsible in optimizing and Managing Key Account Relationship

Registration Fee:

Early Bird Discount: Rs. 5,900/- plus 18% GST per participant if the fees are paid on or before the early bird date.

Regular fees: Rs. 6,900/- plus 18% GST per participant which includes refreshments, buffet lunch & reference material.

The facility to pay fees after the program date may be provided on payment of additional convenience fees. For further details, please contact our office.

Overnight stay arrangement, if any, needs to be managed by participant.

Cheque/Demand draft should be drawn in favour of “**SATVAM Consulting Private Limited**” payable at **Mumbai**. Our Income Tax PAN is AAICS5300G & GSTIN is 27AAICS5300G1ZJ

Cancellation policy: Fee is non-refundable or non-adjustable in any manner. However, replacement of the participant is allowed in same batch.

Prior registration for the program is mandatory



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Nomination:

Please send nomination along with the cheque & name/contact numbers/ email ids of the participants at the following address

SATVAM Consulting Private Limited – Corporate Training Section

61, Whispering Palms Shopping Centre, Near Oriental Bank of Commerce,
Lokhandwala Township, Akurli Road, Kandivali (East), Mumbai – 400101

Telephone nos.: 022 – 6698 1100/ 6698 1101 (6 Lines) / 90820 39787 Fax: 022 – 6698 1105

Email: seminar@satvamindia.com / seminar@satvam.com Website: www.satvam.com

Nomination will be confirmed on first come first serve basis on receipt of cheque/DD.

The option to make payment through NEFT available, please contact us for bank details

In-house Training Program: If you have more than 15 employees to whom this program is relevant, we will conduct customised training programme for your company's staff. Please contact us to work out further details – Email seminar@satvam.com / seminar@satvamindia.com or call 022-66981100 / 9082039787

Our forthcoming programs:

For complete training calendar & brochure, visit our website www.satvam.com or call on 022-6698 1100 / 9082039787 or drop an email at seminar@satvamindia.com or seminar@satvam.com

- **December 13, 2018 – Bangalore – Key Account Management**

