

# Key Account Management



**Ashraf Chaudhry**  
**The Sales Trainer**

Lahore: 15-16 December | Karachi: 22-23 December  
Islamabad: 29-30 December

**Must Attend By Key Account Professionals**

## **Big Idea:**

**Key Accounts are not low-hanging fruit; they are the Holy Grail. Can companies take them for granted? Yes! At the cost of existence!!**

Key Accounts play the role of linchpin towards up-line and bottom line of any organization and Key Account Managers are the *rainmakers*. Key Account Management is a strategic planning approach that goes well beyond traditional selling. It reaches deep inside both the seller and buyer organizations, hence making KAM undoubtedly more complex and more challenging than simple sales activity. With Key Accounts, the stakes are very high, so they have to be managed strategically.

## **Learning Agenda for 1<sup>st</sup> Day:**

- ❖ **Shifting Sales Paradigm from 'hunting & hounding' to 'farming & feeding'**
  - Key Account Managers never ambush with bait; they are not **Single Transaction** people. In fact, they fertile the soil, plant the seeds, nurture with care and then harvest the crop.
  - Rising above the fatigue of meeting monthly targets to planning for next decade
- ❖ **The Role of Key Account Manager**
  - Differentiating account management from selling
  - Understanding common key account management pitfalls
  - Assessing your strengths, weaknesses and unique advantages as a supplier
  - Determining the criteria for major account status
  - The new paradigm of creating business partnership rather than staying as vendor
- ❖ **Knowing Your Account**
  - Researching your customer's profile for accurate positioning
  - Assessing an account's volume of business and profit potential
  - Examining the organization's structure and politics
  - Analyzing the customer's short-term and long-term buying cycles
  - Connecting at all levels within key accounts for having discreet and privileged access to inner workings

### ❖ **Formulating Account Strategy**

- Creating an account plan, setting objectives and strategies for each account
- Developing competitive pricing strategies
- Measuring account profitability
- Using CRM strategies to add customer value and build stronger and more loyal relationships

## **Learning Agenda for 2<sup>nd</sup> Day:**

### ❖ **Managing the Account**

- Identifying key decision makers
- Influencing and negotiating with multiple decision makers
- Producing effective proposals
- Setting specific goals and objectives for each meeting
- Giving effective and skillful presentations

### ❖ **Adding Value to the Account**

- Networking and maintaining alliances across an organization to maintain preferred supplier status
- Creating value-added marketing programs for major accounts
- Looking for opportunity – identifying wider sales across the whole account

### ❖ **Developing Your Key Account Strategy**

- Setting goals for your Key Accounts
- Developing a plan for your Key Accounts
- Business Plan Template

## **Course Fee:** PKR. 29,000 per person

Group Package: On 4 paid nominations, 1 person to attend free of charge [4+1 offer]. Course fee includes course material, original soft copy of presentation, networking lunch & tea breaks, certificate and hard copy of *The Craft of Selling "YOURSELF"*.

Want to run this course in-house for customization and economy? Just call.

## **How to Book Your Seats?**

Please email your name, designation, organization and mobile number at [hina@ashrafchaudhry.com](mailto:hina@ashrafchaudhry.com) or call Ms. Hina Roudani at +92-321-3750 706 or Mr. Umar Qureshi at +92-322-9805797

## **Workshop Leader: Ashraf Chaudhry**

There is a memorable quote in movie *The Rookie* that says: *"It is fine to do what you want to do, but sooner or later, you have to do what you were meant to do."* This is story of Ashraf Chaudhry.

At the pinnacle of his successful career as a Sales & Marketing professional, he left comfy confines of secure job to pursue his passion for corporate trainings, coaching and writing. Within three months of leaving his job as GM Sales & Distribution with one of the biggest business groups in Pakistan, he wrote and published his book *The Craft of Selling "YOURSELF"*. The book is now selling world-wide.

A business graduate from legendary IBA Karachi, Ashraf has worked in Sales & Marketing for blue-chip companies for around 15 years. In last six years, he has trained sales staff of more than 200 business organizations. He is one of the most sought-after sales trainers in Pakistan. To know more about him, please google.

# **Ashraf Chaudhry Associates**

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