

Key Account Management & Selling to Senior Management Workshop

Date: 17th – 18th May 2010

Organized By: **ATCENSM ACADEMY**

Venue: JW Marriott Hotel Kuala Lumpur

Workshop Description

Account Management has evolved in the New Economy from selling products to managing relationships. This workshop introduces service professionals to the essential elements associated with superior account management and senior executive selling strategies.

The workshop consists of modules that guide participants to learn crucial skills necessary for any key account personnel. This will consist of effective relationship management, understanding customer needs, relationship development strategies, project management skills and the ability to communicate well with individuals and teams.

Workshop Objectives

- Understand client needs and respond with passion to deliver the branded client experience;
- Identify the key elements of creating and developing client trust and advocacy;
- Acquire the advanced knowledge and skills needed for an effective account management process;
- Understand the value of their role and focus on improving relationships via different channels of communication;
- Better manage and sell to high level individuals within organizations;
- Better communicate the Company Value Proposition to high level executives.

Who Should Attend?

- New and experienced Account Managers
- Sales and Business Development individuals



The Asia Entrepreneur Alliance Worldwide awarded the 3rd Asia Pacific Super Excellent Brand Award - Service Excellence to ATCEN Sdn Bhd in January 2008.

Module 1: Understanding Account Management in the New Economy

- The Evolution of Account Management Practices in the 4 Economies
- Defining Account Management in the New Economy
- Winning Markets Through Market-oriented Strategic Planning

Activities: "Analyze and discuss on current account management practices" and "Case study development of strategic account planning"

Module 2: Creating The Branded Account Management Experience

- Passion to Exceed Client Delight
- The 4 Levels of Service Expectations in Account Management
- Delivering the Branded Client Experience - Capturing Client's Emotions

Activities: "Analysis of clients and their expectations" and "Establishment of 4 levels"

Module 3: Advanced Skills of Strategic Account Managers

- Developing Positive Intrapersonal and Interpersonal Communication Skills
- Project Management Essentials
- Individual and Team Communication Skills

Activities: "Self skills-set analysis" and "The Listen to Me Challenge"

Module 4: Managing Challenging Key Account Clients

- Different Types of Executive Level Customers and Strategies to Manage Them
- Constructing Innovative and High Value Sales Propositions
- Transforming Objections to Opportunities – The Listen, EmpathY, Clarify, Respond, Affirm (LYCRA) Approach

Activities: "Analysis of current clientele profiles", "Creation of the structured value proposition" and "Objection handling role plays"

Module 5: Developing Key Account Management Strategies - The Way Forward

- Positioning the Key Account Management Strategy
- Establishing the Product Focus and Strategy
- Managing the Total Key Account Management Strategy

Activity: Self planning and strategizing on specific client

The **training methodology** is delivered based on the Sales Dragons experiential learning methodology. This will include:

- High impact short lectures
- Challenging activities and role plays
- Non-stop action packed interaction
- Insightful experience sharing
- High level of speaker and inter-participant interaction

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop

The above Chronology applicable for Day 1 and Day 2

Facilitator Profile



Ken Ng
Principal Consultant
ATCEN Sdn Bhd

Ken serves as Principal Consultant for ATCEN Sdn Bhd - a leading regional service provider in customer interaction management consulting, education & outsourcing services. He is a Certified Professional Speaker and Certified Support Manager from Service Support Professional Association, America and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian sales and customer interaction management industry since the mid-90's and is better known as the "Sifu" to his peers, colleagues, partners and customers.

With more than 18 years of both strategic and operational sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on sales, marketing, contact centers and the customer experience in Asia Pacific. He is a much sought after speaker and has been highly involved in providing strategic directions for the Asian sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He was recently appointed by Customer relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of notable judges in the highly recognized CRM & CCAM awards for the Telesales and Outbound categories.

Registration Form

Key Account Management & Selling to Senior Management Workshop 17th – 18th May 2010, JW Marriott Hotel Kuala Lumpur

Participant 1

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 2

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Participant 3

Name: (Mr/Ms): _____

Job Title: _____

Email Address: _____

Contact No.: _____

Workshop Investment - RM 1900 per participant

*The investment includes lunch, refreshments and training materials. **The workshop is PSMB claimable.** Subject to PSMB approval.*

Group Discount of 10% for 3 or more participants who register for the workshop at the same time and are from the same organization.

Ways to register

All cheques are to be made payable to **ATCEN COMMUNICATIONS SDN BHD** and mail payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,
Jalan PJU 8/2, Damansara Perdana 47820 PJ,
Malaysia.**

Tel : +603 7728 2623 Fax : +603 7728 2620

Enclosed is our cheque for the event

RM _____

Human Resource / Approving Manager: _____

Job Title: _____ Email: _____

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Authorized Signature : _____ Invoice Attention To (Mr/Ms): _____

Company Stamp Chop:

For In-House Workshop, kindly
email your enquiry to
inhousetraining@atcen.com

Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training workshop.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 working days prior to the event commencement and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

For Office Use Only

Corporate Sales Consultant:

Invoice Number:

Invoice Date: