



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Key Account Management

Developing critical account management skills needed to win in the market

Program starts in April 2023



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OVERVIEW

You have probably heard it before: 80% of your business comes from 20% of your customers.

These key accounts often comprise most of a company's total revenue. While the breakdown may differ from company to company, this Pareto principle generally holds true. Some customer accounts are simply more valuable than others. And losing one of those critical accounts could have dire consequences for your business's bottom line and long-term viability.

Because these customers represent such a significant portion of your business, it makes sense that you should invest in their long-term satisfaction and success with your company.

The ultimate purpose of Key Account Management is to develop long-term, mutually beneficial business relationships with specific top customers to meet strategic goals and optimize value in both companies.

The Key Account Manager is considered part of a company's sales team, but they are not your standard salespeople. Account management is not about volume sales or fast-talking sales tactics but about earning trust and building authentic connections. It is about relationship management, communication, problem-solving, partnership, and collaboration. This is particularly true in the enterprise market, where 80% of revenues come from 20% of the company's customers. The account managers managing these important accounts must possess good communication and strategic decision-making skills and strong leadership qualities to build partnerships.

In this course, participants will learn how to develop successful key account management strategies for their company. The program will take the participants on a journey - from introducing them to successful sales processes to equip them to design their sales strategies for key accounts, manage a portfolio of brands for selling, and finally think about how to embed the sales operating discipline at all levels of the organization. Participants will be exposed to several resource industry experts who can share real-life best practices in critical areas of commercial operations.

PROGRAM OBJECTIVES

At the end of the course, participants will be able to:

1. Develop key account management program for key accounts
2. Understand sales operations management strategy
3. Develop and execute a joint business programs with top accounts
4. Learn the key account processes and demands
5. Define Channel Marketing and its key elements
6. Create sales operations strategies in key accounts
7. Manage the multi-functional Teams and Stakeholders in Sales management

PROGRAM SCHEDULE

Live Online sessions

April 11, 14, 18, 21, 25, 28, May 2, 5, 2023
1:30 PM to 5:00 PM

Face to Face On-campus

May 9, 2023
8:30 AM to 5:00 PM

(GMT+08) on all dates

PROGRAM FEE

PHP 50,990.00 or USD 1,020.00*

*The prevailing exchange rate at the date of payment may apply

Alumni status will be granted upon completion of the program

YOUR PROGRAM FACULTY



Marju P. Geslani
Program Director
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries> <https://go.aim.edu/seellprogramcalendar>





WHAT YOU WILL LEARN

- Key Account Management
- Budget Management
- Sales & Operations Planning
- Demand Management Planning
- Category Planning and Space Management
- Supply Management Planning
- Brand Activations
- Strategic Trade Planning
- Customer Value Analysis
- Business Analysis and Review

KEY BENEFITS

- Understand the concept and importance of Sales & Operations Planning Cycle
- Create a strategic key account plan for top customers
- Drive an effective Sales Promotions and Budget Management process
- Develop and create a good Primary Sales Forecasting model
- Execute Brand Activation with Excellence in top accounts
- Understand SKU Portfolio Management in the top accounts
- A deeper understanding of Category Business Planning in top accounts
- Understand Channel Business Planning and Customization
- Drive and create Shopper Loyalty Programs

WHO SHOULD ATTEND

The program is intended for those new, aspiring, and experienced Sales Managers, Trade Marketing Managers, Brand managers, marketing managers, supervisors, and specialists. This is also open to business owners and professionals who need solid knowledge of the fundamentals of marketing management, namely:

- Key Account Managers
- Sales Managers
- Category Managers
- Senior Brand/Brand Managers
- Trade Marketing Managers
- Sales Professionals with additional marketing responsibilities
- Brand Assistants/ Managers/Directors
- Senior Business Managers
- Merchandising Buyers/Category Buyers of Retailers
- Start-up Entrepreneurs who need to develop a Sales and Marketing plan for Innovation





Learning Content

Day 1

Understanding
The FMCG
Retail
Landscape

Day 2

Key Account
Management
Concept

Day 3

Demand
Forecasting /
Supply
Planning

Day 4

Understanding
Market Trends

Day 5

GTM
Development

Day 6

Key Account
Management
Programs 1

Day 7

Key Account
Management
Programs 2

Day 8

Sales
Promotions
Management

Day 9

Sales Strategy
Development

Day 10

Shopper
Loyalty
Programs





Your Program Faculty



Marju P. Geslani
Adjunct Faculty
Asian Institute of Management

Marju P. Geslani is an experienced Sales and Marketing executive, entrepreneur, and educator. He earned his MBA and Undergraduate Degrees from San Beda College and completed the Management Development Program at the Asian Institute of Management. Professor Geslani brings with him twenty-five years of progressive experience in the fields of Sales and Channel Management, Brand Marketing, Brand Operations, Trial Marketing, Trade Marketing, Shopper Marketing, and E-commerce with Multinational FMCG and Telecommunication companies.

He is currently the Customer Marketing Group Head of Nutri-Asia, Inc. Prior to joining Nutri-Asia, he was with Procter and Gamble as Country Commercial Manager of Professional Business and Brand Operations Director.





Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and, ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants two (2) units which can be credited to the following:

- Post-Graduate Certificate in Sales Management

*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn two (2) units which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu