



(MC) KEY ACCOUNT MANAGEMENT

OCTOBER 19-20, 2022 | 9.00AM – 5.00PM | REMOTE ONLINE LEARNING VIA ZOOM

OBJECTIVES

- Build partnership and customer care programmes that work
- Build business strategies that capitalise on long-term relationships with your best and profitable customers
- Gain competitive advantage by putting in value and taking out non-value parameters
- Create new markets for customers with diverse needs
- Develop win-win solutions with your customers
- Build long-term tactical plan to reinforce closer relationships with your customers

CONTENTS

- The Importance of Account Management
- The Value Chain of Your Organisation
- The Buying Team
- Negotiation-Selling Strategy
- Developing a Relationship-Building Plan
- Managing Key Account
- Control and Measuring Success
- The Customer Purchasing Ledger
- The Daily Sales Report
- The Weekly Planner
- The Monthly Performance Review
- Managing Service Breakdown

WHO SHOULD ATTEND?

Sales/Marketing Managers and Sales/Marketing Executives

Date : October 19-20, 2022

Time : 9.00am – 5.00pm

Venue : Remote Online Learning via Zoom

Fees : FMM Members – RM 1,060 per participant

Non-Members – RM 1,272 per participant

(inclusive of 6% service tax)

(Fees include course materials and Certificate of Attendance)

FACILITATOR

Mr Billy Ong brings into the consultancy field his immense depth of experience in marketing and sales that spans three decades in diverse industries. A chartered marketer (CIM, UK) by profession, he now imparts his wealth of experience and knowledge to the next generation of marketing professionals as a practitioner not only in the field of strategic marketing but export marketing as well. Prior to embarking into his present venture, Billy spent seven years in the banking sector, the last attachment being BSN Commercial Bank as Manager of Consumer Banking before heading the bank's marketing team in product development. His most notable achievements were when he managed to turn the Rm52 million Kelab Darul Ehsan from a losing concern to a profitable venture within six months; and charting the deposit growth for Perwira Affin Bank; both achieved during the 80's recession. Other recognition includes the CEO Book Award at BSN Commercial Bank for his outstanding contributions in strategic planning for the bank. Besides being a graduate from the Chartered Institute of Marketing (UK), Billy is also a certified sales consultant from Butler Associates Inc (Ohio, USA) and a certified customer service trainer with BSN Commercial Bank. He was one of the pioneer council members of the Malaysian Association of The Chartered Institute of Marketing.

For further enquiries, please contact:

Siti Nazihah / Azrini

FMM Institute

Selangor & Kuala Lumpur Branch

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Visit us at: www.fmm.edu.my / www.fmm.org.my

Each participant must have their own, individual equipment for online meeting with strong internet connection.

REGISTRATION FORM

(MC) KEY ACCOUNT MANAGEMENT

OCTOBER 19-20, 2022 (WEDNESDAY-THURSDAY)

REMOTE ONLINE LEARNING VIA ZOOM

FMM Institute Selangor (SST No: W10-1901-32000105 | CO ID: 475427W_SELANGOR)

Email: siti_nazihah@fmm.org.my / azrini@fmm.org.my

Tel: 03-55692950/4471/4171

Please register the following participant(s) for the above programme:

1. Name **Designation** **E-mail**

Nationality **IC / Passport No.**

2. Name **Designation** **E-mail**

Nationality **IC / Passport No.**

3. Name **Designation** **E-mail**

Nationality **IC / Passport No.**

(If space is insufficient, please attach a separate list)

Disclaimer

Registration is on a first-come first-served basis. All cancellations must be made in writing. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 7 – 14 working days before the start of the programme is subject to a cancellation fee of 50% of the programme fees. Cancellation received 6 working days and below before the start of the programme is subject to a cancellation fee of 100% of the programme fees. If the participant fails to attend the programme or less than 75% attendance, the full programme fees are payable. However, replacement can be accepted at no additional cost. The FMM Institute reserves the right to change the speaker, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes.

We hereby confirm that (Please tick accordingly):

- We will be claiming **from HRD Corp** and full payment would be made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances.
- We will **NOT BE CLAIMING** from **HRD Corp**. Payment will be made to account payee FMM Institute by cheque or bank transfer to Maybank Account No **5-62106-64719-2**

Submitted by:

Name: _____ Designation: _____ E-mail: _____

Company: _____ FMM Membership No.: _____

Address: _____

Tel No.: _____ Fax No.: _____ Date: _____

My Corporate Identity No.: _____