

## Key Account Management Workshop

### 关键客户拓展与维护工作坊

#### Learning Objective 学习目标

While you are aiming at the key account of your competitors, they are doing the same. To keep the major profit, you have to gain and manage all the key account. This workshop aims at helping participants to learn how to manage the key accounts well by: understanding the definition and the role of a key account, analyzing the organization structure and political status of the key account, anticipating the activities of your competitors and the effective way to influence the decision makers.

每家公司的关键客户往往也是其竞争对手的目标，反之亦然。公司的利润很大程度上取决于能否获得，维护并发展公司的关键客户。本工作坊旨在帮助学员针对每个客户(包括复杂的长期客户)的情况来策划和执行关键客户的管理理论，过程与所需的技能。使他们懂得分析关键客户的企业组织结构和政治态势，学习如何面对竞争，激励对方机构内的影响者和决策者。

#### Course Content 课程内容

- Key Account Definition
- Role of Account Manager in Key Account Management
- Key Account Identification and Selection
  - ◆ Pre Key Account Stage
  - ◆ Early Key Account Stage
  - ◆ Strong Key Account Stage
  - ◆ Partnership Key Account Stage
  - ◆ Strategic Alliance Key Account Stage
- The Key Account Management System and Application
  - ◆ Reach: Background, competition, Stakeholders, etc.
  - ◆ Analysis: Positioning, Power, Priorities, SWOT, etc.
  - ◆ Strategy: Business Value, Revenue Forecast, resource decision, etc.
  - ◆ Tactics: Tactical A/C plan, Key Activities, Counter Tactics, etc.
- 关键客户的定义
- 客户经理在关键客户管理中的风格和角色
- 如何确定您的关键客户
  - ◆ 前期关键客户阶段
  - ◆ 初期关键客户阶段
  - ◆ 中段关键客户阶段
  - ◆ 合作伙伴关键客户阶段
  - ◆ 战略联盟关键客户阶段
- 认识关键客户管理系统与应用
  - ◆ 研究: 背景, 架构, 市场, 竞争等
  - ◆ 分析: 定位, SWOT, 人事, 准则等
  - ◆ 战略: 商业价值, 资源预测, 利润预测等
  - ◆ 战术: 关键事项计划, 竞争手段与反制战术等

#### Target Group 参加对象

All Account Managers and related staffs of Sales Force in the organization

适合所有的客户经理与机构内与销售有相关联的人员



### Schedule 时间

09:30-17:30 19-20 April, 2018

09:30-17:30 2018年4月19-20日

### Location 地点

Chengdu

成都

### Training Language 语言

Chinese 中文

### Trainer 培训师

#### Mr. Bee Lam

- Has been engaged in sales and sales management, business, quality and customer services improvement for more than 15 years.
- Is a certified facilitator for Huthwaite SPIN and Wilson Learning, NLP Certified Practitioner
- Graduated in Sociology from Baptists University Hong Kong
- 从事销售, 管理, 质量和客户服务的改善超过 15 年
- 美国 Huthwaite SPIN 和 Wilson Learning 国际培训顾问机构认证讲师, 国际认证身心语言程序学(NLP)认证执行师
- 毕业于香港浸会大学社会科学

### Training Fee 费用

GCC member: RMB 3,000/seat 会员: 3,000 人民币

Nonmember: RMB 3,500/seat 非会员: 3,500 人民币

Including lecture, course materials, refreshments and lunch 含会务费、资料费、午餐费