

**Management Development Programme**

**on**

**Key Account Management**

**November 18-19, 2008**

*Fortune Institute Campus, New Delhi*

**Programme Director: Prof. Santosh Sood**

**FORTUNE INSTITUTE  
OF INTERNATIONAL BUSINESS**

## Introduction & Objectives

As markets are becoming more competitive, products and services are rapidly commoditizing, and customers are increasingly savvier and more demanding, the role of the Key Account Manager becomes more important and challenging than ever. In today's competitive and demanding markets, executives should gain a deeper understanding of their customer's needs.

Therefore, they should be able to anticipate potential competitive responses to their actions and provide plausible and profitable solutions. This program is designed to equip account managers with the new tools and techniques to help them successfully manage their key account relationships.

Key Account Management will provide its participants with frameworks, perspectives and techniques to develop and manage value based customer strategies in order to gain a deeper understanding of the whole process of Key Account Management.

Participants develop a sound understanding of how to:

- Analyze, identify and prioritize through segmentation Key Accounts to value costs, benefits and risks.
- Gain a deeper understanding of the customer needs.
- Manage the Sales Force successfully.
- Develop and manage a portfolio of valuable and profitable customers.
- Improve management skills and competences. Including negotiation abilities.

## Coverage

The program features several stimulating modules that address numerous issues of concern to Key Account Managers. Topics to be discussed include: **Key Account Management** Participants will gain a deeper competence in how to analyze their customer's needs and identify Key Accounts.

- **Key Account Planning and Strategy** An effective key account strategy requires careful advance planning and implementation. This session will outline the key steps to take and provide a framework for mapping out your key account strategy.
- **Commercial Department: Development, Evaluation and Motivation** How to define the best commercial structure to win the market, diagnose and evaluate a successful sales force to have a winning team to compete in a global market, and put into action a Motivation Plan for your commercial team.
- **Developing Customer Value Proposition** This part of the program will focus on Customer Value Management and the three steps for the optimum CVP (Customer Value Proposition). We will also offer innovative price strategies, and tackle the difference between international, multinational companies regarding Key Account Management.
- **Negotiating for Sales and Marketing Success** How can you make sure that you achieve the negotiating objectives of your company while keeping everybody happy inside the organization? For this end, you will be provided with the tools to negotiate better, not only in Sales and Marketing, but also in any given context in which your negotiation skills would be required. This

module will provide participants with all the answers needed to achieve successful negotiation objectives.

## **Methodology**

The course uses participative discussion, cases and practical assignments to achieve the learning objective. Participants are encouraged to bring their problems to the course with an objective to learn through discussion and experience sharing.

## **Faculty**

**Prof. Santosh K Sood** is a core faculty at Fortune Institute of International Business. He has had over 20 years of experience at actively managing large accounts as a business leader in India's leading multinational advertising agencies.. He has led large multi disciplinary teams to service complex businesses of clients such as LG, Airtel, Maruti, Nestle, Siemens, Motorola and Xerox.- to name a few. In the last couple of years, he has been a management consultant to a wide range of clients including Religare (Financial services), Apollo (Health), PVR (Entertainment), C&S (Switchgear and Controls), Club One Air (Chartered Airline) and Datacom( Mobile Telecom). Over the years , he has been a faculty at Management Institutes and conducted training programs for corporate executives.

## **Participants' Profile**

This is a basic programme specially designed for:

- Middle level Managers.
- Heads of Divisions / Functions and Owner Managers
- Professionals, such as Strategic Directors, Purchasing Managers, Distribution Managers, Business Development Directors and Senior Consultants, among others.

The program is particularly targeted at but not limited to:

- Key Account Managers
- Sales Directors
- Senior Marketing Managers
- Senior Sales Managers
- Senior Business Managers

## **Administrative Details**

### **Dates:**

November 18-19, 2008

### **Venue:**

FORTUNE INSTITUTE OF INTERNATIONAL BUSINESS

5 Vasant Gaon, Rao Tula Ram Marg, New Delhi 110057

**Phone:** 011-261443193, 65692446-48

**Mobile:** +91 9810194352

**Fax:** 011- 26144279

**E-mail:** santoshsood@fortune.edu.in; **Website:** www.fortune.edu.in

**Fee:**

**Non-residential** - Rs.15,000 per participant covering professional fee, programme kit and lunch.

**Residential** - Rs.29,000 per participant covering professional fee, programme kit and boarding and lodging (air conditioned single room) at IDSA Complex, Development Enclave, Rao Tula Ram Marg, New Delhi from noon of November 4 till noon of November 8, 2008.

**Discounts:**

- Early bird discount of Rs.1500 per participant for nominations received on or before **October 22, 2008**.
- One complimentary nomination on non-residential basis for every group of three nominations from the same organization (3 + 1).

**Privileges:**

- Training portfolio comprising of comprehensive reading material.
- Certificate of participation
- Complimentary copy of group photograph

Nomination(s) in the enclosed proforma accompanied by a local cheque/bank draft for the programme fee payable to “FORTUNE INSTITUTE OF INTERNATIONAL BUSINESS, New Delhi” should be sent to the address below. Last date for the receipt of the nomination(s) is November 1, 2008. In case of subsequent withdrawal or cancellation of nomination(s) no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

**For any additional information, please contact:**

**MDP Division**

**FORTUNE INSTITUTE  
of International Business**

5 Vasant Gaon, Rao Tula Ram Marg, New Delhi 110057  
**Phone** 011-261443193, 65692446-48, **Fax:** 011- 26144279

**E-mail:** mdp@ fortune.edu.in

**Website:** www.fortune.edu.in

## Forthcoming Management Development Programmes

| S. No. | Programme Title                                      | Dates                    | Programme Director (s)                     |
|--------|--|--------------------------|--|
| 1.     | High Performance Mantra                              | 11, 12 November 2008     | Prof. Binod Kumar/<br>Prof. Parul Singh    |
| 2.     | Key Account Management                               | 18,19 November 2008      | Prof. Santosh Sood                         |
| 3      | Interpersonal Skills                                 | 20, 21 November 2008     | Prof. Raju Vir                             |
| 4      | Enhancing Communication Skills                       | 27-28 November 2008      | Prof. Parul Singh                          |
| 5      | Negotiation Skills                                   | 9, 10 December 2008      | Prof. Santosh Sood                         |
| 6      | Leadership   | 11, 12 December 2008     | Prof. Raju Vir                             |
| 7      | Advanced Financial Management                        | 15, 16, 17 December 2008 | Prof. A.K. Puri                            |
| 8      | Winning Teams  | 18, 19 December 2008     | Prof. Binod Kumar/<br>Prof. Poornima Gupta |
| 9      | Presentation Skills for Managers                     | 5, 6 January 2009        | Prof. Parul Singh                          |
| 10     | Financial Derivatives & Risk Management              | 7,8,9 January 2009       | Prof. A. K. Puri                           |
| 11     | Managerial Effectiveness                             | 13, 14, 15 January 2009  | Prof. Binod Kumar/<br>Prof. Poornima Gupta |
| 12     | How to Get the Best Out of Your Sales Channels       | 20,21 January 2009       | Prof. Santosh Sood                         |
| 13     | Entrepreneurial Skills for Managers                  | 28,29, 30 January 2009   | Prof. A.K. Puri                            |
| 14     | Business Excellence through Leadership               | 3, 4 February 2009       | Prof. Binod Kumar/<br>Prof. Poornima Gupta |
| 15     | Foreign Exchange Management                          | 5, 6 February 2009       | Prof. A.K. Puri                            |
| 16     | HR for Line Managers                                 | 11, 12 February 2009     | Prof. P.N. Singh/Prof. Parul Singh         |
| 17     | Industrial Relations and Discipline in Organisations | 17, 18 February 2009     | Prof. P.N. Singh/Prof. Poornima Gupta      |
| 18     | Finance for Non-Finance Executives                   | 19, 20, 21 February 2009 | Prof. A.K. Puri                            |
| 19     | How to Transform Your Workforce into a Brand force   | 26, 27 February 2009     | Prof. Santosh Sood                         |

**FORTUNE INSTITUTE**  
**of International Business**  
*Management Development Programme on*  
**Key Account Management**  
**November 18-19, 2008**

**Nomination Form**

Name:

Designation:

Organization:

Office Address:

Phone (O):

Residence:

Fax:

Mobile:

Email:

Your expectations from the programme:

Residential / Non Residential:

Payment Details: (Please tick appropriate and fill)

- Payment enclosed (Local cheque/DD No: \_\_\_\_\_ Date: \_\_\_\_\_  
Amount: \_\_\_\_\_)
- Payment is under process and will reach you before the programme.

Signature of Sponsor

**Please return the completed form by post, fax or email to:**

**MDP Division,**  
**FORTUNE INSTITUTE**  
**of International Business**  
5, Vasant Gaon, Rao Tula Ram Marg, New Delhi 110057  
**Phone:** 011-261443193, 65692446-48, **Fax:** 011- 26144279  
**E-mail:** [mdp@fortune.edu.in](mailto:mdp@fortune.edu.in); **Website:** [www.fortune.edu.in](http://www.fortune.edu.in)

Note: In case of more than one participant, please make duplicate copies of this form.