



DATES

October 17 - 19, 2019
Thursday - Saturday
8:30 am - 4:30 pm

PROGRAM FEE

Php 17,700.00 (Early Eagle Rate until Oct. 3)
Php 19,200.00 (Regular Rate)

HOW TO REGISTER Online

www.cce.ateneo.edu

Email

sales.cce@ateneo.edu

Call

+6328302041

Schedules and prices may change without prior notice.

Key Accounts Management

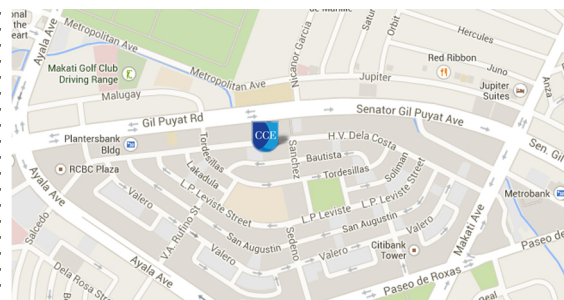
Strengthening the Core Business Proposal

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:

Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.,
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines



CUSTOMIZED PROGRAMS

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April 15, 2019



ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS



marketing and sales management

Key Accounts Management

Strengthening the Core Business Proposal

 CENTER FOR CONTINUING EDUCATION

In a given geographical or trade segment, there are always those select few customers who are critical in a company's business as they invaluable contribute to its overall well-being. As such they should be aptly called "key accounts" and are therefore wanting of customized attention by the company's sales organization.

It is for this reason that Key Accounts Management is designed to validate one's understanding of who and what these accounts really are, and thus enable one to effectively attend to these accounts so that they can always contribute to the company's well-being.

Further, Key Accounts Management also aims to equip one with the skills and tools to help key accounts increase their business, again with the company benefiting from this.

Key Accounts Management

Strengthening the Core Business Proposal

objectives

After the course, one will be able to:

1. Design/develop a Core Business Proposal on how the key account can increase its business.
2. Learn the importance of the key accounts' wants and needs in the soundness of a core business proposal.
3. Use tools for drawing out the wants and needs of the key account.

who should attend

Ideally, those dealing with retailers and/or actively involved in selling to buyers:

1. Territory salespersons with pre-booking accounts
2. Key Accounts Salespersons/Managers
3. Sales Supervisors handling key accounts
4. Sales managers, from first-level, up
5. Non-sales people, for appreciation of key accounts' Processes



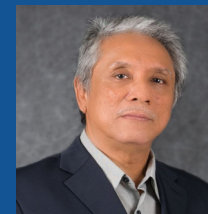
resource persons



MR. ROGERICK FERMIN has a successful general management experience across several industries, with solid track record of growing revenues and profitability of businesses in start-up and expansion mode. Currently, he is the Senior Vice President for Business Development and Central Sales at Metropac Movers, Inc.

Prior to this, he was the General Manager of Concept Foods Marketing Corp and Sales Director of Turris Phils Inc. and Leysam Commercial, Inc. to name a few.

Mr. Fermin has a Bachelors degree in Economics from the Ateneo de Manila University.



MR. RONALD ZIALCITA has an extensive experience in sales and distribution in the cc..... g.... industry. His core competencies are in general sales management, sales training and development, and operations management of distributors. He is a consultant in sales training and development with companies in the home and personal care, automotive consumables, adhesives, agri-feeds, and apparel industries.

His career includes being assigned as Sales Training Manager in Indonesia and Thailand. He also worked for different organizations, such as: Universal Robina Corporation, Sampoerna International, Sara Lee Philippines, Wella Philippines, and Unisell Corporation.

Mr. Zialcita earned his Bachelors degree in Business Administration from Adamson University.

program content

- I. Identifying/defining a key account
- II. Basic Selling Principles: Wants and Needs
- III. Design/Development of Persuasive Selling Format
- IV. Identifying Strengths, Weaknesses, Opportunities, Threats
- V. Planning Process
- VI. Development of Goals-Objectives-Strategy-Plans
- VII. Development of Business Review/Core Business Proposal
- VIII. Ideal Account Team
- IX. Implementing Total Quality: Plan-Do-Check-Act

complementary programs

Sales Management: Managing the People and the Business

August 29 - 31, 2019

Negotiation Skills: Deal or Deadlock

September 20 - 21, 2019