

Capturing more business from your key accounts

A unique workshop to transform your key account development skills

Central London, 12 January 2012 (9.30am – 4.30pm)

In these uncertain times it is critical that you do everything possible to maximize the profit potential of your most important customer relationships.

But how good are you at crafting and executing a good key account growth strategy? How do you segment within your key accounts? What are your competitors' strategies and how will you plan to subvert them? What tactics are built into your plan?

In this interactive one-day course, you will get a rare opportunity to learn *and practice* these techniques using the KAM2win Simulator™ delivered to much acclaim at the Strategic Account Management Association Global Conference in Orlando in 2011.

"An incredibly effective way to learn about account planning."

"Actually using the Simulator was brilliant"

"It gave a new perspective to account plans and strategy"

Previous Feedback from US and European delegates

Based on the Market2win Simulator™ used in leading business schools and the presenters' rich experience in developing better key account plans, you will learn how to apply proven strategic thinking to Key Account Management and:

- Gain a deeper understanding of your key accounts
- Target the best ones for the future, leaving the worst ones to the competition
- Diagnose and deal with different procurement situations
- Segment your key account into differentiated sales opportunities
- Develop robust strategies that can withstand competitor attacks
- Define your strategy clearly in your key account plan

The Presenters:

Edmund Bradford



Edmund has helped many companies across the world improve their strategic sales and marketing capabilities. He has also developed the KAM2win simulator to help teach strategic marketing and KAM in business schools and corporations. The simulator was also named as a Finalist for the *2010 Marketing Excellence Awards* by the Chartered Institute of Marketing. Ed has held senior marketing and KAM positions in service and manufacturing sectors.

Beth Rogers

Co-author with Professor Malcolm McDonald of "Key account management – learning from supplier and customer perspectives", Beth is a leading sales academic who has also been a business development manager in the IT industry. She was recently awarded an Honorary Fellowship for the Sales Performance Association for her role in sales education and launching national occupational standards for sales. She has been researching and teaching account management since 1993. Beth is Principal lecturer in Sales Management at Portsmouth Business School, the only UK business school to be listed by the global University Sales Education Foundation.

Venue: Woburn House Conference Centre, 20 Tavistock Square, London, WC1H 9HQ.
Just five minutes walk from Euston Station (see www.woburnhouse.co.uk)

Price: Book by 12th December to get the special early-bird price of £165.00 per delegate. After then, our standard delegate price of £215.00 will apply. Places are very limited so act now!

Payment: go to www.onlinestore.port.ac.uk and click on Conferences & Events, Portsmouth Business School, Centre for Organisation Research and Development. <http://onlinestore.port.ac.uk/browse/product.asp?catid=39&modid=2&compid=1>

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