



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

EXECUTIVE DEVELOPMENT PROGRAMMES

JUL - DEC 2009



Why You Should Attend This Course:

Are you concerned about the direction of your key accounts and fearful that the competition is eyeing to steal these accounts from your company? Key account management helps companies on the existing power base and drive focus and initiatives to develop programs that defend and protect the lifeline of the company. Companies must also learn to deliberately grow and build a partnership to prevent the competition from penetrating into the account.

A key account system that is practical and easy for both managers and executives to understand and develop is the fastest way to create that competitive edge. In addition, a plan of action that can take the ideas and initiatives from planning mode into implementation mode is critical and ensures that key account managers 'walk the talk', turning ideas into real revenue generators for the years ahead.

Learning Outcome:

Highly rated by past participants, this Key Account course has been further improved to provide a practical and easy approach to building your key accounts. Focusing on understanding the account profile and its potential opportunity, the course provides useful templates and an integrated framework to develop a key account plan, organise your resources and implement the desired initiatives.

Unlike most theory-based approach which is highly complex and impractical to apply in this dynamic market place, this course provides a realistic process to help companies organise their key account, analyse the opportunities within them and provide a unique SWOT analysis approach to distilling high potential opportunities amongst the many possibilities. A B2B communications tactical framework is also provided to help companies identify the methods and tools they can use to improve the positioning within the key account of the industry they are in.

Course Outline:

- Understanding the buy-sell relationship in B2B markets
- Developing your account mission statement
- Situational appraisal of your current key account
- Holistic SWOT Summary for account analysis
- How to look for key account opportunity
- How to set a realistic account target in the short and long term
- How to get from today to tomorrow's opportunity
- How to develop a guiding framework to develop your key account
- Ideas to include B2B communications tactics
- Ideas to building competitive defenses

Who Can Benefit?

Sales Managers, Key Account Managers, Business Development Managers and even Technical Sales Managers who would like to improve their key account management and develop new opportunities within each account.

Trainer's Profile

Regina Chua, a global corporate veteran who has spent more than fifteen years holding various regional management positions in multinational corporations, specialising in marketing and business

SALES

Key Account Selling & Management



development of cutting-edge new technology solutions in Asia-Pacific for both industrial and consumer industries. Her past seven years in China and Asia focused on sales and marketing development and new business market penetration initiatives in companies like Scott Paper, Apple Computer and Compaq Asia Pacific.

Her hands-on approach in global IT companies such as Verisign Inc., Schlumberger International Industries Asia, Compaq, Kimberley Clarke and Ogilvy Direct has proven that her strategies work, thus validating her frameworks and processes, which have become the key to translate business plans into successful sales achievements.

Her strategic and operational approaches were highly effective in localising and adapting regional plans to maximise sales and marketing effectiveness across diverse cultures and business practices.

Regina brings a powerful blend of corporate veteran, consultant and trainer experience to the workshop. She has provided in-house and public sales training for more than 1,200 executives and managers in just 18 months for MNCs and SMEs. Understanding the challenge of the Asian B2B consumer, the outcome of the workshop is evident by her impressive customer credentials and testimonials of the improved sales performance.

Regina holds a Bachelor of Business Administration from the National University of Singapore in 1988. She earned her MBA in Strategic Marketing from the University of Hull, United Kingdom in 2000 and a Diploma in Action-based Training from the Atlantic International University, USA in 2003. She also attended the highly acclaimed profession executive development program, Developing Strategic B2B Opportunities at the prestigious Thunderbird University in Phoenix, Arizona, USA. She is also a certified behavioral consultant with DISC personality profiling.

Today, Regina provides business consultancy for those who need practical, down-to-earth solutions strategic business plan, go-to-market strategy and deployment, marketing strategy and planning and sales force management. Consulting clients today included global leaders and leading SMEs in Singapore and the region.

She is also a pioneer in developing B2B training workshops such as B2B Marketing Strategy, B2B Key Account planning and management, B2B Lead Generation Development in Asia for companies in Asia. Most participants come from the Fortune 500 and Singapore 1000 companies such as Philips, British Council, Dupont, Boston Scientific, NEC, Osram and Elsevier.

Date: 3 & 4 Sep 2009

9 & 10 Nov 2009

Time: 9.00am – 5.00pm

Venue: Anson Centre, 51 Anson Road #03-53

Course Fee:

- S\$820.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

FOR COURSE ENQUIRY

Web:

www.mis.org.sg/seminars

Email:

seminars@mis.org.sg

Tel:

6327 7586

Fax:

6327 9741

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Key Account Selling & Management

3 & 4 Sep 2009 9 & 10 Nov 2009 (9.00am to 5.00pm)
S\$820 (subject to 7% GST) Includes lunch and refreshments

**Approved for SDF funding (for SMEs only)*

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
4)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):			<input type="checkbox"/> Non-Member
Billing Address:			
Contact Person:	Designation:		
Tel:	E-mail:		
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

Administrative Details

Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

MIS Member Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg.

Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7583/582/586.

SDF Application

SDF application must be sent in 2 DAYS BEFORE commencement of the course, to do so, companies have to register online with SDF at www.sdf.gov.sg before the start of the course.

Please indicate on this application form if you are going to apply for SDF so as to facilitate the administrative details for registration. In the event that application for SDF is not approved, the company will be liable to pay MISTC the balance amount of the course.

Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore Training Centre reserves the right to change or cancel the training course due to unforeseen circumstances.

Course Venue

All courses will be held at MIS City Campus, Anson Centre, 51 Anson Road #03-53 Singapore 079904 unless otherwise stated.

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