



Why You Should Attend This Course:

Unlike other programs, this workshop (meaning participants need to do post training assignments), participants need to name a Mentor before attending the session. The mentor is likely to be a line supervisor and will be responsible for following up on the application and provide a simple feedback to us 30 days after the training.

This workshop is a distillation of best practices from both sides, designed to empower participants to take review and start best practices in their own organisations.

Designed for both the experienced and new Key Account Managers, this workshop will provide a structured approach, looking both at the rationale and importance of internal processes. By applying these TakeAways from the workshop, your organisation will experience an improved volume and value.

Course Outline:

AM Session: Readiness Assessment for Key Account Managers

1. Evolution of Retail and Key Account Management
2. Internal Processes: Are you ready to manage your category?
 - How to allocate investments?
 - How to manage the Key Account File?
 - How to develop a Key Account Plan?
 - What is your category role and implications?

TakeAway from AM session: What must we do internally to improve our Key Account Management Processes

PM Session: Winning Retail Presentations

1. How are you adding value to the retailer?
 2. Understanding Drivers and Triggers
 3. Matching Drivers and Triggers
 4. Case Study: Presenting to the Retailer
- *Best Presentation Award will be given to the best team

TakeAway from PM session: How can we improve our existing presentation to retailers by using Retailer Triggers and Retailer Drivers

Who Can Benefit?

Both experienced and new Key Account Managers.

Trainer's Profile

Stephen Giam has more than 15 years regional training and marketing experience in South Asia. He is one of the few who truly understands Retailers and Suppliers, having held senior management positions for respectable organisations on both sides of the "fence".

Stephen has an outstanding personal record in marketing, retail and distribution training. He has effectively designed and delivered workshops in China, Hong Kong, Philippines, Thailand, Cambodia, Myanmar, Indonesia, Malaysia and Singapore. He communicates effectively at all levels and across cultures. His training style is engaging, meaningful, practical and fun. He believes that his clients' consistent positive feedback is not by chance, but rather "results by design".

Date: 16 Sep 2009
16 Dec 2009

Time: 9.00am – 5.00pm

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

Course Fee:

- S\$480.00
- 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!

Succeeding in Trade Account Relationships (STAR)

16 September 2009 16 December 2009 (9.00am to 5.00pm)
S\$480 (subject to 7% GST) Includes lunch and refreshments

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.

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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