



**Schulich**  
School of Business  
Executive Education Centre

Register for  
an Upcoming  
Session:

Sept. 30 - Oct. 2, 2019  
March 16 - 18, 2020

# Key Account Management & Client Development

*Proven strategies for building the most profitable partnerships with your key accounts.*

## Our Participants Say it Best:

*"A thorough introduction into Key Account Management principles and best practices. The hands-on approach will allow for a higher success rate for development."*

**M. Thompson,**  
International Sales  
Manager,  
SI Manufacturing

*"Whether you have managed key accounts for 3 months or 30 years there is something to be learned by everyone. You can never stop learning or developing skills for account management."*

**S. Thomson,**  
Account Manager,  
TC Transcontinental

*"Account management is no easy game! This course has covered all important aspects of AM, and is sending me home with practical tools to set goals to succeed, and the path to achieve those goals as well."*

**R. Pandher,**  
Account Manager,  
AECL

### SEEC Moments of Insight include:

Targeting customers for key account management; looking at the big picture to leverage joint strengths.

Defining the competitive situation; setting strategic goals; selling customers on profit improvement.

Developing joint profit targets; focusing on the best returns; monitoring progress to revise plans.



Register Today / Complete Details

<http://seec.online/12314>



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Manage a business or deal with high-value customers? A key account strategy is critical.

Maximize customer satisfaction ratings!

**How do you defend profitable customers against hungry competitors? How can you avoid being dropped as a supplier as your customer contact changes or they re-engineer their buying processes?** Senior managers and sales professionals face all of these issues everyday and they threaten your profitability. Learn how to protect and grow your key accounts as you establish, solidify or enhance the loyalty of current and future customers. **Key account management concepts are outlined in a pre-seminar package** and refined in class. Plus, participants will receive one-on-one coaching on current account challenges.

## Top Take-Aways

1. **How to create solid account relationships** that maximize annual revenue and account retention
2. **Develop joint business growth strategies with your key accounts**, as well as strong strategic alliances
3. **Systematically review your account progress** and account strategies
4. **Study advanced account development principles** that can be applied to any industry
5. How to **defend a key account** against competitors
6. Differentiate yourself by **making your customers more profitable**
7. Strategies to **target potentially lucrative markets**
8. **Add real value to your customer's bottom line**

## Who Should Attend

- Account managers at the local, regional, national and international levels
- Client service, marketing, product and sales managers and directors
- Business owners and business development directors
- Vice presidents and divisional managers

**This outstanding 3-day workshop is designed to deliver immediate results.**

- **The key account management process is practised using real business situations**
- New skills are perfected through **group discussion**
- Participants **interact with senior managers** using these techniques

## Instructor

**Brian Harrison Smith** has been a business educator for more than two decades, with areas of expertise including supply chain and logistics management, key account management and client development. Prior to joining the business education world, Brian enjoyed success at General Electric, Exide Electronics, as well as Maple Leaf Foods.

## Overview of Learning

### Strategic Overview and Benefits

- Looking at customers as annuities; key competitive benefits; crafting focused strategy

### Developing Key Account Strategies for Specific Clients

- Segmenting the key account; adding value to customers; areas of profit opportunity; differentiating yourself

### Preparing Key Account Action Plans

- Assessing positioning; defining unique solutions; setting strategic goals; revenue target management

### Focusing on Sales Results

- Screening opportunities; investing in relationships; prioritizing high-potential accounts; actions required for higher sales results

### Proven Field Experience: Key Account Case Study

- A major company relationship analyzed; applying concepts to your clients

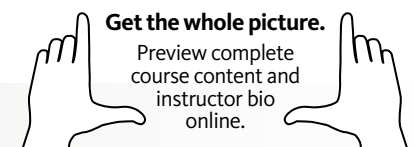
### Writing Client Strategy Plans

- Defining best opportunities; setting practical revenue targets; formalizing the plan

### Customer Development: Managing Progress

- Revising the purpose; reallocating resources; tools to track progress

*Continues online!*



**Complete Details / Register Today**

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**More Questions? Get in Touch!**

Tel.: 416.736.5079 | 1.800.667.9380  
or email [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca)

### Dates & Locations:

**Sept. 30 - Oct. 2, 2019**  
Executive Learning Centre

**March 16 - 18, 2020**  
Miles S. Nadal Management Centre

### Registration Fee:

\$3,250 + applicable taxes

### Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change
- Complete registration details at [seec.online/FAQ](http://seec.online/FAQ)