Level 2 KAM Course

"I had the attitude that selling to major accounts is hard, but after this course my attitude has changed 360˚ - the course was excellent"

Lidia Nsungna, SRM, Nestle foods

octara

Training | Conferences | Events | Publications

Managing Key Accounts and The SPIN® Technique

Empower Key Accounts teams to inculcate the skills necessary for profitable & long-term business relationships

Led by renowned author and expert

Ian Ruskin Brown, UK

Over 3 decades of commercial experience including Key Account Management with leading Global Organizations

Fellow of the Institute of Sales and Marketing management

Member of the British Institute of Management

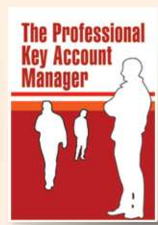
Author of best selling books like Mastering marketing, Marketing your service business and Practical pricing for results

4 & 5 October 2010, Sheraton Hotel, Karachi
7 & 8 October 2010, Pearl Continental Hotel, Lahore
9:00 am - 5:00 pm

Key **Benefits:**

- ✓ **Learn** about Major Accounts and their **'Consultative Processes'**
- ✓ **Recognize** their needs and build Strategies to help accounts focus on them
- ✓ **Learn** to address the Client's feelings of **'No-Trust'**, & **'No-Need'** for your offering
- ✓ **Anticipate** and address the Client's defensiveness to your solution
- ✓ **Learn** the **SPIN®** technique and how it can help the Communication Process between you and the client
- ✓ Use **SPIN®** to recognize the **4 basic behavioural types** of person in business and how to 'Flex' to them
- ✓ **Master** the **'Counsellor Approach'** to Major Account Management

Look out for Ian's upcoming book
The Professional Key Account Manager



For Details & Registration

Tel: +92-21-34534261, +92-21-34536315, +92-21-34520093
Fax: 021-34520708, E-mail: register@octara.com

www.octara.com

Special Offer
Book 2 seats and
Save PKR 10,000

Your course director

Ian Ruskin Brown

MSc. MIMgt, MCIM, DipM, FinstSMM, MMRS

Ian Ruskin Brown, is an author, International Marketing and Sales trainer and Consultant, Member of the Chartered Institute of Marketing, Fellow of the Institute of Sales and Marketing Management, Member of the British Institute of Management.

He is also the Principal of Ruskin Brown Associates, an independent training and consultancy set up since 1983 in the UK. This consultancy continually brings him into contact with a wide range of typical sales and marketing situations in United Kingdom, United States of America, Asia and Europe. Thus, over the last 40 years he has excelled in Strategic Management, Sales and Marketing.

Ian's commercial career includes his involvement in **Marketing Management** with firms like **J. Lyons, Exxon Petroleum** (aka Esso), **Kimberly Clark**, **Goodyear Tyre Company**, and **Trebor Sharpes Distribution**. Over this time he has directly, or via members of his various sales teams, managed the accounts of major organizations like Sainbury's, HM Customs and Excise, J. Laing Ltd. (motorway construction UK), Kodak Medical Imaging, Lloyds Bank, United Bank of Kuwait, Mashreq Bank of Dubai, Norwich Union U.K. Ltd., ST Microelectronics (4th largest chip maker in the world) & the list goes on. Ian has also managed accounts of two of the largest health care businesses in the world, namely – the **Welcome Foundation** and **GlaxsoSmithKline**.

In addition, as a trainer and consultant, he has trained the **Marketing Teams** of many large and high-tech companies such as Otokumpo (largest producer of Copper products and stainless steel in the world), and Kone/ Partek (the largest manufacturer of Materials Handling equipment in EU). He has carried out a great amount of diversified in-house work related to **product management** with several industries across the globe.

- Principal of Ruskin Brown Associates, UK
- Diplomat of the Market Research Society
- Member of Business Graduates Association of MBA's
- Fellow of the Institute of Sales and Marketing Management
- Member of the British Institute of Management
- Faculty of the Chartered Institute of Marketing (CIM)

Ian has trained participants from

Pre-Course Assessment

Each registered participant will receive by email, direct from Ruskin Brown Associates, a pre-course questionnaire (as an 'electronic form') for them to complete and return, thus briefing the trainer on who is coming, what experience they have of Sales and Key Account Management, what problems they are currently experiencing, and what are their expectations and priorities for the course.

Training Methodology

Learning would be facilitated through a highly participative and lively mix of Exercises, Discussions, 'Buzz Group' exercises, and will be concluded with a syndicate Presentation by Participants.

Hear What Delegates Have Said About **Ian's KAM** Courses:

"A highly informative session enriched with readily applicable techniques which will help me add value to my organization."
Coca Cola Beverages, Pakistan

"An exceptional course, really worthwhile - a good use of the time available, the course was well prepared and relevant."
Chevron, East Africa

"The Instructor has worked hard on his presentation style and maintained a good interaction with the audience throughout the session."
Haleeb Foods, Pakistan

"An excellent experience to attend such a beneficial workshop led by an amazing trainer!"
Packages Limited, Pakistan

"A practical and excellent course - information rich - lots of practical illustrations and exercises."
Barclays HO, Nairobi Kenya

Managing Key Accounts and The SPIN® Technique

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COURSE OUTLINE

TIME	Day One	Rationale / Objectives
09:00	Introduction and Outline of the course - The 'Counsellor Approach' for managing Key Accounts - Introduce the 'Bicycle Model' for KAM skills - Revise the 6 steps process. Focus on steps 1, 2 & 3 - The Art of 'Relating'	• Counsellor approach to KAM's • The 3 main 'no's' recognized & how to deal with them • The roles of the rear wheel, vs front wheel and the necessary interpersonal skills
10:30	**COFFEE BREAK**	
10:45	**"No Trust"⇨Relating** to the client, The 'Time/Tension'& 'Relating' & creditability models & how to use them The '3P's model introduced **Video:-** The How TOs & How not TOs regarding that First Meeting with a Client **EXE:** de-brief on how it should be done	• Appreciate the causes behind 'No Trust' & improved relationships with the key client personnel • The importance of: 'Empathy', 'Credibility', 'Propriety' 'Competence', 'Commonality', & 'Intent' • The 'Time Tension' Model & its uses • Gain the Skills of the '3P's • Preparing to meet the client
13:00	**LUNCH**	
14:00	**Video:-** "Ben Duffy" ('B.D') & The need to do your research Apply to the case, Owning the 'B.D' Statement '3P's for your Key Accounts **EXE:** Ben Duffy Skill Practice	• Building trust with your contacts • Using the BD technique well • Using and putting in order, propriety, Credibility intent, & at the right stage
15:30	**COFFEE BREAK**	
15:45	**Discovery:** The **'Behavioural Types'** re-visited' **Video** of the 4 main 'Types' Why People & Organizations Buy? The GAP model introduced **EXE:** In Groups apply the above to the case	• Understand the Client's behavioural style • Your behavioural style & how best to flex to others • Know how to overcome the Key Account's **'No Need'** beliefs • Gain Skills to investigate where the unconscious needs lie • Establish optimum appeal per customer personnel
17:30	**DAY ENDS**	

TIME	Day Two	Rationale / Objectives
09:00	**Review of learning from Day One:** Overcoming the issue of 'no need' via the use of SPIN® **Video:-** Introducing SPIN® - the history & a view from the reception **Group work:** What were the clues in Reception? What went wrong and why? How should it have gone? **INTRO:** Doing your research as a foundation for the SPIN® approach	• What is the SPIN® technique & why? • Use of SPIN® - Key Learnings • Learning to be a 'Passive Observer' & what clues are / were missed and why?
10:30	**COFFEE BREAK**	
10:45	Groups consolidate their **TEMPS** analysis for the case The possible opportunities for their clients and the threats **Video:** See episode regarding reception area again **EXE:** Where are the clues for the customers' needs?	• The TEMPS Analysis • Results from research & how can it be used? • Investigating the client's trading conditions Opportunities & Threats • Working with the client • The skills required for informal observation
13:00	**LUNCH**	
14:00	**EXE:** How should the professional interview best be conducted? **The SPIN®** Interview outlined; Discussion and Briefing pre SPIN® **Video:** The Model SPIN® Interview observed & discussed	• The types of questions and when to use them? • Applying to the case • Learn & practise the use of the SPIN® technique • Help the Key Account Contact / Customer, to understand their own needs
15:30	**COFFEE BREAK**	
15:45	**The Buddy System** of sales skills improvement Introduction & Explaination When & How to use it? **GROUP EXE:** If you were the 'Buddy' to Hugh Laurie, what would you have to say at the end of the day? How would you say it?	• The 'why & how' of the practice of this strategy • How to be a 'Buddy', generating the feedback at the day's end? ***The What, How, Why & When ⇨ Summary of the Course***
17:30	**ENDING ON A HIGH NOTE**	

Learn about SPIN®

SPIN® technique of persuasion where, rather making a presentation of the issues (at hand), the situation is resolved via employing a specific and systematic use of questioning the 'Client' and, via this approach, the 'Client ' convinces himself that there is a case to be addressed and there are solutions to the situation at hand.

SPIN® was developed as the result of a vast research by Neil Rackham of the 'Huthwaite Group' and is an acronym for the stages of 'persuasion':

Situation | Problem | Implication | Need

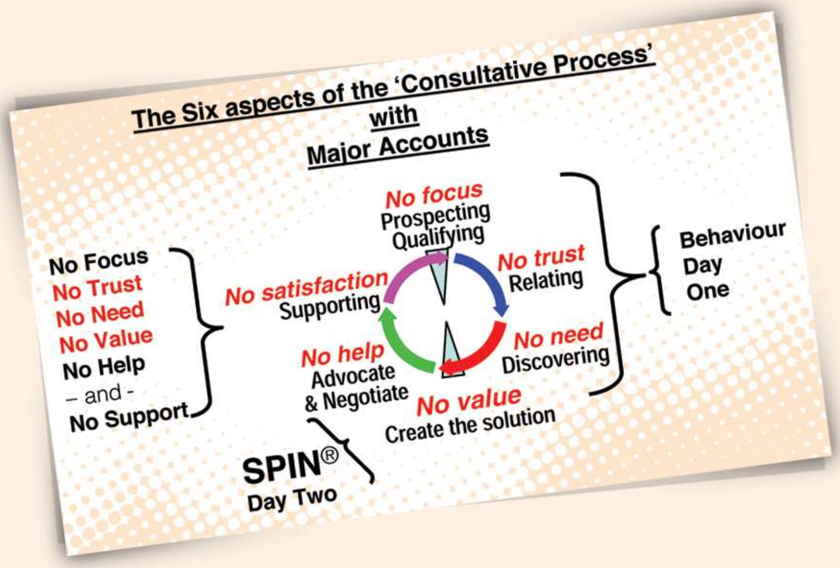
Program Overview:

Major Accounts are critical to the survival and success of businesses in today's economic architecture. This is true for every type of business in any market, whether Industrial, Financial, Service or FMCG markets.

This two-day course provides delegates with practical and effective strategies to ensure that major account relationships are nurtured into highly valued partnerships. A strong focus will be placed on strategies for relationship development and interpersonal skills needed to attract and retain major accounts. On the other hand, participants will be shown, and encouraged to employ the "Counsellor Approach" - a problem solving mindset that brings profitable solutions to their major accounts' businesses with their offerings. With the comprehensive introduction of SPIN® technique, participants would be able to take their interpersonal skills to the next level allowing them to develop effective account management strategies for real business growth.

Aims & Objectives:

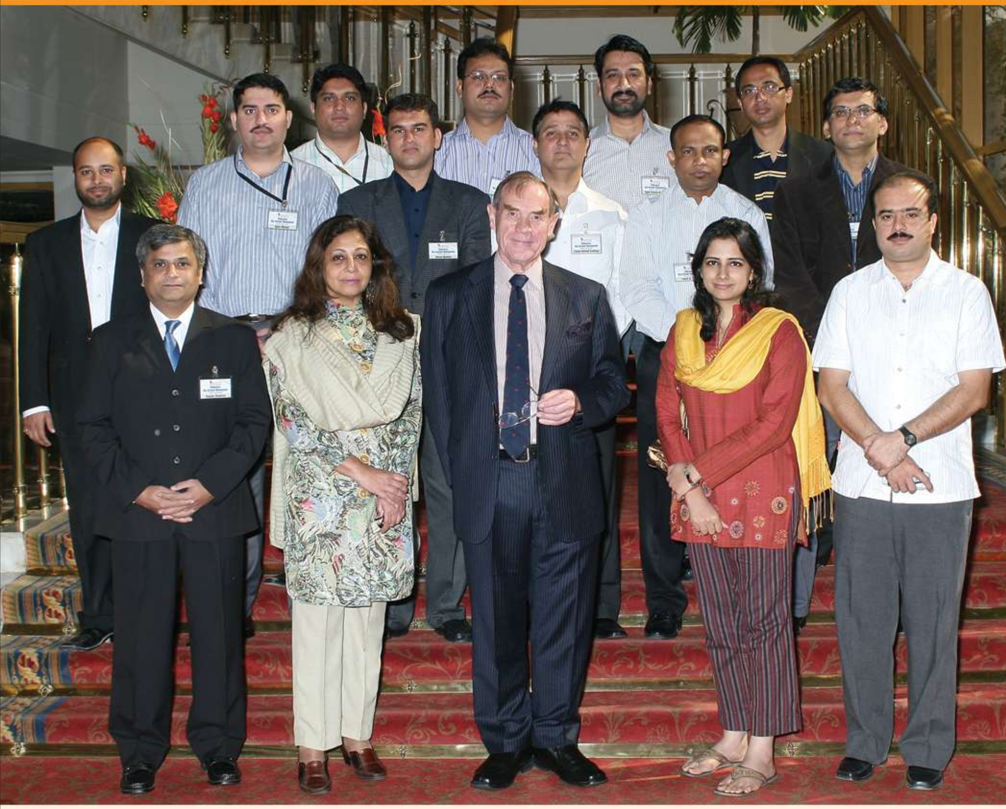
To know the 6 Step Process of the Counsellor / Consultant's approach to delivering these skills profitably AND for this course, participants will obtain the insights and skills to overcome the three specific 'NO's' of the decision makers and influencers with whom they will deal in their Key / Major Accounts:



The focus will be on the three No's i.e. 'No Trust', 'No Need', & 'No Value'.

Who Should Attend?

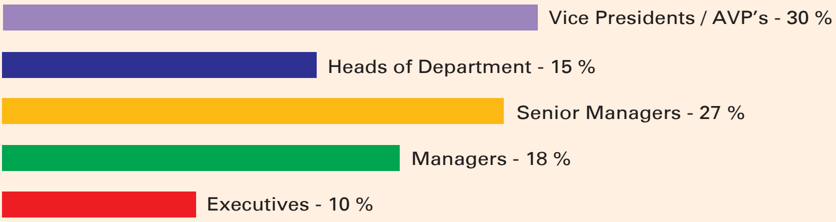
- ✓ Highly recommended for participants of previous KAM courses offered by Octara and all those who have already attended any Functional / Process oriented KAM courses.
- ✓ The course is also suitable for those having the responsibility for the management of Key / Major Accounts including Sales & Marketing Directors/Managers, Commercial Managers, Channel Development Managers, Key Accounts Heads, Managers and executives.



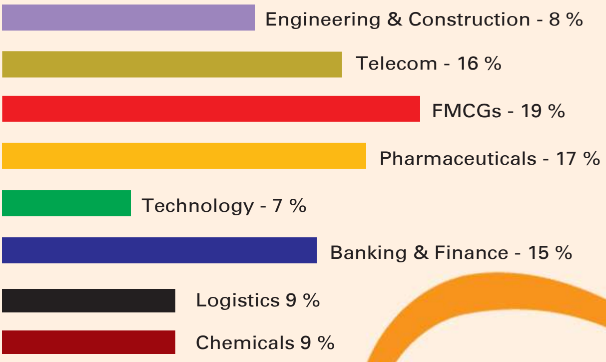
Participants of "Effective Key Account Management" with Ian Ruskin Brown

"Effective Key Account Management" was a tremendous success in 2008 and 2009. Participants from the top companies of Pakistan took part in the workshop, bringing in diversified experience to the program which may also be gauged from the following data compiled.

By Participant Profile



By Industries Represented



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Workshop Investment

PKR **44,999/-**
per participant

on **2+** nominees

SAVE PKR. 5,000
per participant

Course material, Octara certificate, lunch, refreshments & business networking

Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**
  E-mail : register@octara.com
  : info@octara.com
  Fax : 021-34520708, 021-34546639

- **Send us your:**
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  Mailing Address | Phone, Fax and E-Mail

- Send your cheque in favor of
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Registration Note

Participation will be confirmed ***subject to receipt of payment***.

Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Logistics Partner | Strategic Partners

Partner

Bring Managing Key Accounts and The SPIN® Technique

In-house

These modules can be customized to suit specific needs of your organization at significant savings. Please contact **Mohsin Rahim** at **mohsin.rahim@octara.com** or call at **0321-2133409** for more details

Upcoming Programs Book your seat TODAY!

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Saadi Insha
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André Verdier, UAE
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Sandra Reeves, Singapore
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Roger Harrop, UK
November 2010, Karachi, Lahore & Islamabad

*Octara reserves the right to change courses, dates, content or method of presentation.

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