



# KEY ACCOUNT MANAGEMENT SKILLS – FROM CUSTOMERS TO BUSINESS PARTNERS

**ATCEN**

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**Date : 6<sup>th</sup> – 7<sup>th</sup> May 2020**

**Venue : AC Hotel Kuala Lumpur Titiwangsa**

## Workshop Description

Key Account Management - From Customers to Business Partners workshop provides a step-by-step guide to obtaining the maximum value out of the methodology of key account management situational analysis using the information available to Key Account Managers.

Account situational analysis is a means of assessing a number of different key accounts, first according to the potential of each in terms of achieving the organizational objectives and, second, according to the organizational capability for taking advantage of the opportunities identified. A detailed methodology and framework can be used to classify possible potential accounts and their respective strategy requirements. It uses 10 indicators in measuring the dimensions of 'account attractiveness' and probability.

The outcome of understanding key account situational analysis is the diagnosis of a potential client organization's situation and strategy options leading to higher closure probabilities.

## Workshop Learning Objectives

- Providing key account managers with a methodology to analyze and better forecast revenue;
- Enhance understanding of specific key accounts;
- Provide key account managers with better strategizing ability to win over key accounts;
- Dissect actual key accounts using targeted company information;
- Better understand the data and information collected on client organizations;
- Identifying high potential key accounts for planning, strategizing and prioritization purposes.

## Who Should Attend?

- Area Managers
- Senior Sales Staff

### Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Break
1300 – 1400	Lunch
1530 – 1545	Afternoon Break
1700	End of Workshop

*Chronology applies for Day 1 and Day 2.*

**Facilitated & Marketed by:**

**ATCEN**

This training is **PSMB claimable**  
Subject to PSMB approval

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## Module Outline

### Module 1: Understanding Account Management in the New Economy

- The Evolution of Account Management Practices in the 4 Economies
- Defining Account Management in the New Economy
- Winning Markets Through Market-oriented Strategic Planning

*Activity: Establishing and assessing the current sales practices at the Participant's Company.*

### Module 2: Creating The Branded Account Management Experience

- Passion to Exceed Client Delight
- The 4 Levels of Service Expectations in Account Management
- Delivering the Branded Client Experience - Capturing Client's Emotions

*Activity: Establishing the organizations 4 levels of service*

### Module 3: Utilizing the 10 Step Account Strategy for Situational Analysis

1. Identifying the Accounts to a Key Focus Pool
  - a. Rationale for Key Account Selection
2. Defining Key Account Effectiveness
  - a. Growth Potential
  - b. Available Volume or Value
  - c. Profit Potential
3. Applying Weightings to Key Accounts
4. Defining the Parameters for Potential
5. Scoring the Key Account for Attractiveness
6. Defining Business Strength in Each Account
  - a. Product Requirements
  - b. Price Requirements
  - c. Service Requirements
  - d. Promotion Requirements

7. Score Critical Success Factors
  - a. Exploratory, Basic, Cooperative, Interdependent, Integrated
8. Produce the Account Portfolio Analysis
  - a. Current Sales
  - b. Available Sales Over Three Years
9. Outline Objectives and Strategies
10. Action Plans to Improve Account Success

*Activity: Participants will be going through the 10 steps with selected accounts with the ATCEN Key Account Analysis worksheet and in the process obtain a better understanding of what are the indicators to look at in an actual live account they are currently working on for them to identify and recognize opportunities. Although there are obvious signs one can look out for within an account, there are business elements that need to be factored in to make an educated decision.*

### Module 4: Turning Defeat Into Victory and Looking Ahead

- Understanding that Persistency and Consistency Pays
- Approaches to Turning Defeat into Victory
- Developing a Personal and Professional Strategic Focus and Personal Development Plan in Life

*Exercise: Developing your own entrepreneurial business plan and assessing it with the entrepreneurial checklist.*

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## Program Facilitator

**Ken Ng**



Ken serves as Principal Consultant and Chief Master Trainer for The ATCEN Group – the People Development expert. He is a Certified Professional Speaker, Certified Support Manager from Service & Sales Support Professional Association of America, Certified Master Trainer from Western Kentucky University, Certified Master Key Account Manager and holds a BSc in Marketing and Organizational Communication. Ken has been in the forefront of the Asian customer interaction management and sales industry since the mid-90's and is better known as "Service Sifu" and the "Ultimate Sales Dragon" to his peers, colleagues, partners and customers.

With more than 25 years of both strategic and operational sales and customer interaction experience, Ken is an author of numerous articles distributed internationally and has conducted in-depth research and studies on sales, marketing, contact centers and Customer Experience in Asia Pacific. Dynamic and energetic, he is a much sought after speaker and has been involved in providing strategic directions for the Asian sales, marketing and customer contact management industry through summits, congresses, conferences and knowledge sharing tradeshows. He is nominated by the Customer Relationship Management & Contact Centre Association of Malaysia (CRM & CCAM) as one of the notable judges in the highly recognized CRM & CCAM Annual Awards in various categories.

His expertise has led to consulting and performance enhancement engagements regionally with Multi-national Companies, Large Local Conglomerates and Government Linked Companies where he focuses on the mission critical aspects of sales, marketing and customer interaction; Customer Experience Strategy Mapping, Strategic Sales and Service Blueprint design, Human Capital Recruitment & Development, Sales & Marketing Framework, Sales Motivation & Teamwork, Branding, Business Development, Key Account Management, Business Process Improvement, Performance Management implementation and Contact Center Management.

Ken first became involved with sales and Service in the mid-80's while he was still in America. Since then, he has held a variety of leadership, management and operational roles in sales, service, marketing, collections for major sales and service operations. Ken is also a pioneer/owner of the first premier cyber cafe chain in Malaysia and has held key positions in many organizations such as CEO of an Experiential Learning Company, CEO of a Leadership Development Company, Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Technical Support for the Nokia Care Line responsible for supporting the South East Asia and Asia Pacific region, Marketing Consultant for Microsoft Malaysia's MSN portal, Sales and Marketing Strategist for the Kirby Company, USA to Manager of University Service Delivery of Oklahoma University.

# CLIENTELE

## Companies that have attended ATCEN's programs:

ACSON Malaysia	EPSON Malaysia	Malayan Banking (Maybank)	Sabah Shell
AEON Credit	Esthetics International Group	Malaysia Communication & Multimedia Commission (MCMC)	SAJ Holding
Affin Holdings	Etiqa Insurance	Malaysia Airlines	Sanofi-Aventis
Affin Hwang Asset Management	Express Rail Link	Malaysian Investment Development Authority	Sapura Resources
AIG Shared Services	Exxon Mobil Corporation (M)	Malaysian Life Reinsurance	Sapura Kencana Petroleum
Air Asia	F&N Beverages Marketing	Malaysian Resources Corporation	Sarawak Information Systems (SAINS)
Airfoil Services	F&N Dairies (Malaysia)	Mandarin Oriental Kuala Lumpur	SCAN Associates
Ajinomoto	FCS Computer Systems	Manpower Staffing Services (M)	SCHOTT Glass
Alliance Bank	Felda Prodata System	Mary Kay (M)	Scomi Group
Allianz	Fibertex Personal Care	Mass Rapid Transit Corporation	SEA ORGA
Amanah Raya	First City University College	Maxis	Securities Industry Development Corporation
Amanah Saham Nasional (ASNB)	Focus Malaysia	MEASAT Broadcast Network Systems	SEGi College
AmBank	Formis Network Services	Media Prima	Senheng Electric (KL)
American International Assurance (AIA)	FPG Oleochemicals	Merchantrade Asia	Shangri-La Hotels
AmGeneral Insurance	Fresenius Medical Care	Mesiniaga	Shell
Arvato Systems	Fuji Xerox Malaysia	Microsoft (M)	Siemens Healthcare
Asia Assistance Network	Fujitsu Telecommunications	MIDF Property	Siemens Malaysia
Asian Banking School	General Electric (M)	MIMOS	Silterra
Asian Finance Bank	Genting Malaysia	MISC	Silverlake
Asian NDK Crystal	Gleneagles Kuala Lumpur	Mitsui O.S.K Lines (M)	Sime Darby
Atos Origin Services	Globetronics Technology	MSIG Insurance	Singtel
Automobiles Peugeot	GRAB Malaysia	Multimedia University	Skynet Worldwide
Averis	Great Eastern Life Malaysia	Multi-Purpose Insurance	SME Bank
AXA Affin General Insurance	GCH Retail (M)	Mydin Mohamed Holdings	SME Corp
AXA Life Insurance	Gucci (Malaysia)	Nanyang Press	SNT Global
B Braun Medical Industries	Habib Jewels	National Bank of Abu Dhabi	Sony EMCS
Baker Hughes Malaysia	Halal Industry Development Corporation	NEC Corporations of Malaysia	SP Setia
Bangkok Bank	Heidelberg Malaysia	Nestle Products	SPR Energy
Bank Islam (M)	Heineken Malaysia	Nike Sales Malaysia	SRG Asia Pacific
Bank Kerjasama Rakyat (M)	HeiTech Padu	Nistrans (M)	Standard Chartered Bank
Bank Muamalat	HELP University College	Northport (Malaysia)	Star Publication
Bank Negara Malaysia	HeveaBoard	O'Connor's Engineering	StemLife
Bank of China	Hilti Asia IT Services	OCBC Bank (M)	Sumitomo Mitsui Banking Corporation
Bank of Maldives	Hitachi Malaysia	Olympus	Sunway
Bank Simpanan Nasional	Honda Malaysia	Overseas Assurance Corporation	Suruhanjaya Syarikat Malaysia (SSM)
BASF Petronas Chemicals	Hong Leong Bank	P&O Global Technologies	SWIFT Support Services Malaysia
BBDO Asia (M)	Hong Leong Yamaha Motor	Pacific Mutual Fund	Symphony BPO
BD Agriculture (M)	HSBC Bank	PayNet	Takaful Ikhlas
Berjaya Sampo Insurance	Hua Yang	PayPal	Taylor's University
BMW Credit (M)	Huawei Technologies (M)	Pembangunan Sumber Manusia (PSMB)	Teckwah Paper Products
BMW Group (M)	IBM Malaysia	Penang Skills Development Center (PSDC)	Telekom Malaysia
Boustead	IJM Corporation	Pengurusan Air Selangor	Tenaga Nasional
Bridgestone	Ikano Pte Ltd	Perbadanan Bekalan Air Pulau Pinang	TGV Cinemas
Bristol-Myer Squibb	IKEA Malaysia	Pernec	The Hilton Group
British Council	Institut Jantung Negara	Perodua Manufacturing	The Lion Group
Bursa Malaysia	International Medical University	Perodua Sales	The New Straits Times Press
Canon Marketing	INTI College	Petroleum Nasional (PETRONAS)	TIME dotcom
CCM Pharmaceuticals	IOI Group Corporation	PETRONAS ICT	TNB IIsas
Celcom Axiata	IPG Mediabrands	Pharmaniaga	TNT Worldwide Express
Cerebos (M)	Iskandar Investment	PHHP Marketing	Tokio Marine Insurans (M)
Cigna International Health Services	Johnson Controls	PLUS	Top Glove
CIMB Bank	Johor Corporation	Pokka Ace	Toshiba
Cisco Systems Malaysia	Jotun Paints	Pos Malaysia	Touch 'n Go
Citibank Malaysia	KDU College	PPG Coatings	Tourism Malaysia
Cititel Mid Valley	Kementerian Kesihatan Malaysia (MOH)	Prasarana	Toyota Auto Body
City Facilities Management	Kenanga Investment Bank	Prince Court Medical Centre	Toyota Capital
CNI Enterprise	Kerry Ingredients (M)	Prometric Technology	U Mobile
Continental Tyre PJ Malaysia	Khazanah Nasional	Proton Holdings	UEM Sunrise
Courts Mammoth	King's Confectionery	Prudential BSN Takaful	UEM World
Credit Guarantee Corporation	KPJ Healthcare	Prudential Service Asia	UITM
CSC Malaysia	KPMG Malaysia	Qinetics Solutions	UMW Corporation
Dagang Net Technologies	Kraiburg TPE Technology (M)	RAM Holdings	UMW Motor
Daikin Refrigeration Malaysia	Kumpulan Wang Persaraan (KWPAP)	Rapp Collins	UOB
Danone Dumex (M)	Kumpulan Wang Simpanan Pekerja (KWSP)	RBC Investors & Treasury Services	UTSB Management
Dell Asia Pacific	Kuwait Finance House	REDtone International	VADS
Dentsu (Malaysia)	Lafarge	Reckitt Benckiser	Vale Malaysia
Dhiraaghu Maldives	LB Aluminium	Rentwise	Weir Minerals
DHL Global Forwarding (M)	Lembaga Hasil Dalam Negeri Malaysia	ResMed	Volvo Malaysia
DHL Information Services	Lembaga Pembangunan Industri Pembinaan	RHB Bank	Watsons Personal Care Store
Digi	Lexus	RHB Insurance	Western Digital
DKSH Malaysia	L'oreal Malaysia	Ricoh (Malaysia)	X-FAB Sarawak
DRB-Hicom	Luen Heng F&B	Robert Bosch	Zenith Media
Eastern Pacific Industrial Corporation	Majlis Amanah Rakyat (MARA)	Royal Selangor Marketing	Zurich Insurance
Edaran Otomobil Nasional	Malakoff Utilities		
Edaran Tan Chong Motor			



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## Participant 1

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

## Participant 2

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

## Participant 3

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

Mobile number is preferred for us to be in contact with the participants before and after the workshop

**Human Resource / Approving Manager:** \_\_\_\_\_

Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Invoice Attention To / : \_\_\_\_\_

Has ATCEN Sdn. Bhd registered as your vendor? Finance E-Mail Address \_\_\_\_\_

Yes  No

Company Stamp Chop: \_\_\_\_\_

This training is PSMB/HRDF claimable (SBL-Khas scheme) subject to PSMB/HRDF approval

**Workshop Investment for 3 participants – RM5,000**  
**(Inclusive of 6% SST)**

**Early Bird Discount – RM4,500 for 3 pax**  
Saved RM500. **Must register before 23/03/2020.**

No further discounts allowable.

**Normal Retail Price is RM1,980/pax.**

*Price is inclusive of all materials, lunches and tea-break.*

### To register, complete this form:

1. Email form back to sender's email address/ info@atcen.com
2. Fax this form to +603-7728 2620

### By Bank Draft:

Payable to **ATCEN Sdn Bhd** and courier to:  
D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,  
Malaysia.

### By Direct Transfer:

Account Name: **ATCEN Sdn Bhd**  
Bank : Public Bank Berhad  
Acc No : 3130460034

### By Credit Card:

We take VISA and MasterCard only.  
*(3% transaction fees is applicable)*

All bank charges/fees to be borne by payer.

## Terms & Conditions

1. Upon receipt of a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend our programs.
2. Payment is required with registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 working days prior to event commencement. However a substitute is welcome at no additional charges
5. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
6. The organizer reserves the right to make any amendments and/or changes to the workshop, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.
7. The certificate of completion will be awarded by ATCEN Sdn. Bhd.
8. The personal information that you provide in this Registration Form and information provided at any other time during the event, can be used by the organizer and related parties to market, advertise and promote our goods and services via various communication mediums. Participants are responsible to advise the organizer if they do not wish to be included in the above.

## For Office Use Only

Corporate Sales Consultant: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Invoice Date: \_\_\_\_\_