

# MANAGING KEY CUSTOMERS

In a Competitive Domestic and Global Business Environment

*Successful Strategies in the Management of Key Customers*



## Speaker

### ANDERS RAMSELL

SENIOR PARTNER OF NEUMAN & NYDAHL HB SWEDEN



## Malaysia

**DATE:** 11<sup>th</sup> – 12<sup>th</sup> APRIL 2011

**TIME:** 9.00 AM - 5.00 PM

**VENUE:** ISTANA HOTEL KUALA LUMPUR

**FEES:** RM 1800 NETT PER PAX \*\*

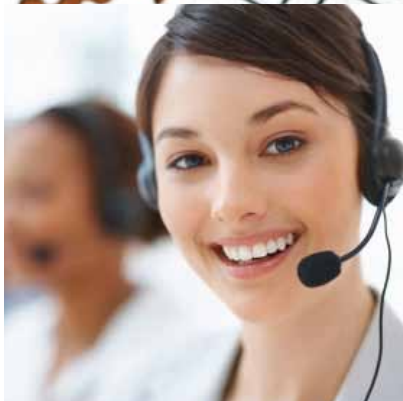
\*\* Inclusive of welcome drinks, lunch, 2 coffee breaks, training materials, and Certification of Attendance

## COURSE OBJECTIVES

- Understanding the Importance of Key Customers Management
- To develop Effective Key Customers Management Strategies
- To establish and Develop Long Term Relationship with Your Key Customers

## INDUSTRIES THAT WOULD BENEFIT FROM THIS PROGRAM

- Banking and financial institutions
- Manufacturing
- Hospitality – hotels and travel agencies
- Insurance Company
- Business Consultant
- Multinational Company (MNC)



## COMMENTS FROM PREVIOUS PARTICIPANTS

“Good contents, useful and very practical”

*“I am glad to be better equipped with managing of my key customers.”*

“Manage to pick up some important messages to be adopted in our working environment”

**“Good examples –** relate to personal life experience”

*“Good tools/charts that can be used in real situations”*



## Organized by

### EICO EDUCATIONAL RESEARCHERS AND CONSULTANTS

67-2 Medan Setia 1, Plaza Damansara,  
Bukit Damansara, 50490 Kuala Lumpur

t 03-20941259

f 03-20950376

e [eico@eicoconsultant.com](mailto:eico@eicoconsultant.com)

[www.eicoconsultant.com](http://www.eicoconsultant.com)



**ANDERS RAMSELL**

**About The Speaker**

**ANDERS RAMSELL** is senior partner in Neuman & Nydahl HB, one of Sweden’s oldest Management Consulting Company. Anders Ramsell has extensive operational experience in both IT and Consulting Business. He has advised and steered many companies to be financially successful with particular emphasis in successfully Managing Key Customers. He is very innovative in developing and implementing a successful business culture. Global Key Account Management is one of his keen interests. His professional experience on Managing Key Customers comes from several industries; banking and finance, manufacturing, IT, construction, hospitality industry as well as pharmaceutical and travel sectors.

Anders’s Managing Key Customers Program has been very well acknowledged by many MNC both in Europe and Asia. He has traveled widely in Asia and Europe speaking on Successfully Managing Key Customers.

Some of his major clients are *Peugeot, Renault, ISS, Ge Capital, Ericsson, Swedia Network, Telia* (The Swedish telephony company), *Amersham Biosciences, Pharmacia & Upjohn and Swedish Cityhotels.*

**Course Contents :**

**Day 1: 11<sup>th</sup> APRIL 2011**

**Developing a Comprehensive *Managing Key Customer Strategy* for Your Organization**

**Key Customer Management - An Overview**

- Historical Perspective
- Current Practices
- Lateral Thinking

**The Importance of Key Customer Management**

**Steps and process in managing key customers**

- Pre Key Customer Management
- Partnership Key Customer Management
- Synergistic Key Customer Management

**Who is a Key Customer?**

- Customer Platform
- New Sales and Repetitive Business
- Allocation of Resources
- Allocation of Time

**Transforming a Salesman to a Customer Manager**

- Skills of a Customer Manager
- Profile Analysis
- Understanding Key Customers Buying Process

**How to successfully manage company resources?**

- Secure The Budget
- Strategize Future Success
- Bring Customers Information Base Efficiently – Finding out what we want to know.

**Day 2: 12<sup>th</sup> APRIL 2011**

**The Planning and Implementation of Key Customers Managing Framework. (Hands on approach)**

**Customer Analyzing Tools**

- Business Communication
- SWOT Analysis
- Relationship Analysis

**Securing Your Customers from Attack of Their Competitor**

- Building a security ‘brick’ wall around my customers
- What ‘brick’ does are need
- How should I estimate the ‘brick’ size

**Using Customers Information Base in Developing Long Term Strategies**

- Mission
- Objectives
- Goals
- Activities

**Short Term Strategies**

- Securing Resource
- Time Planning
- Follow up of Cost

**Strategic Planning For Individual Contacts**

- Goals
- Success Arguments
- Steering of Conversation

**Implement Key Customers Management In Your Business**

**Summary and Conclusions**

Registration Form	Please fill in this form using CAPITAL LETTERS
NAME / PARTICIPANT 1	
POSITION	
NAME / PARTICIPANT 2	
POSITION	
NAME / PARTICIPANT 3	
POSITION	
CONTACT PERSON	
POSITION	
DEPARTMENT	
COMPANY / ORGANIZATION	
ADDRESS 1	
POSTCODE	
STATE	
TEL. NO.	
FAX. NO.	
EMAIL	

**PLEASE SUBMIT THIS FORM BY FAX / SCAN & EMAIL / POST TO:**

**Speaker**

**ANDERS RAMSELL**

SENIOR PARTNER OF NEUMAN & NYDAHL HB SWEDEN

**Malaysia**

**DATE:** 11<sup>th</sup> – 12<sup>th</sup> APRIL 2011  
**TIME:** 9.00 AM - 5.00 PM  
**VENUE:** ISTANA HOTEL KUALA LUMPUR  
**FEES:** RM 1800 NETT PER PAX \*\*

\*\* Inclusive of welcome drinks, lunch, 2 coffee breaks, training materials, and Certification of Attendance

**Organized by:**

**EICO EDUCATIONAL RESEARCHERS AND CONSULTANTS**

67-2 Medan Setia 1, Plaza Damansara,  
Bukit Damansara, 50490 Kuala Lumpur

**t** 03-20941259

**f** 03-20950376

**e** eico@eicoconsultant.com

[www.eicoconsultant.com](http://www.eicoconsultant.com)