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# KEY ACCOUNT MANAGEMENT

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DEVELOPMENT PROGRAM

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ENABLING  
SMARTER  
DECISIONS

OGI EUROPE KFT. 1016 BUDAPEST HEGYALJA ÚT 7-13. HUNGARY

TEL: +36 1 408 8189

EMAIL: [inquiry@ogieurope.com](mailto:inquiry@ogieurope.com)

WEB: [www.ogieurope.com](http://www.ogieurope.com)

# KAM DEVELOPMENT PROGRAM

## SENIORITY

- 1  specialists
- 2  managers
- 3  senior managers
- 4  directors
- 5  c-level executives

SENIORITY	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
ENTERTAINMENT	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
CASE STUDIES	<input checked="" type="radio"/>				
CUSTOMIZABLE	<input checked="" type="radio"/>				
INVESTMENT	<input checked="" type="radio"/>				

By attending this program delegates will get a full set of analytical tools that help them to fully understand both the nature of their customers business and the way they make decisions. Delegates will work on live customer issues throughout this workshop, developing live plans.

Delegates will also understand how to structure and use the collected information to their favor so they will be able to prepare true value propositions for their customers, negotiate with higher confidence, get in front of the real decision makers or if not possible then be able to influence them, engage and motivate colleagues to support them when needed, write proper KA Plans and as a result of all secure customer relationships and achive Key Supplier Status.

## Video Testimonials



[VIEW](#)



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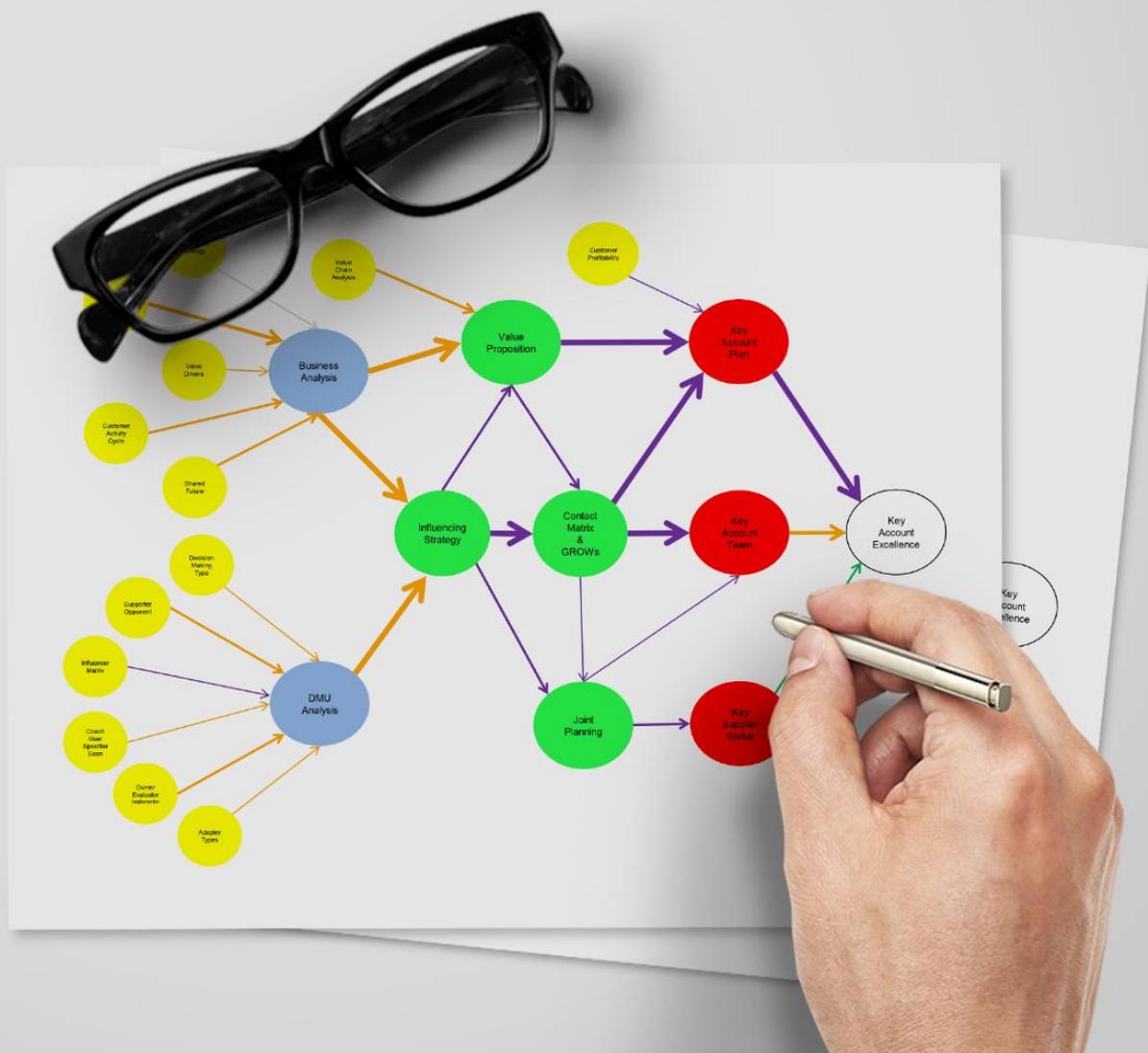
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# CUSTOMIZATION PERFORMANCE MAP

This key account management training program gives you the unique opportunity to self-assess your current KAM capability, and to receive personalised feedback on where your priorities for improvement should lie.

Using our **Performance Map®** tool, you will complete a self assessment questionnaire before attending the workshop, and receive by return a personalised 'Map' showing your strengths, weaknesses, and critical focus areas.



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# 6 FACTS ABOUT THE TRAINER

INEOS  
STYROLUTION



Energizer

Nestlé

HUNTSMAN

Schering-Plough

Henkel

ExxonMobil

DUPONT

★ Heineken®



syngenta

ABB

BASF  
The Chemical Company



LEGO

SAMSUNG

ABB



KPMG

NOVARTIS

Mondelēz  
International

NUTRICIA  
Advanced Medical Nutrition

BOSCH  
Invented for life

Esselte

Bristol-Myers Squibb

Carlsberg

1

An unrivalled knowledge of the subject that has established him as one of the world's leading authorities in KAM and GAM, backed by the writing of the two best selling books on the topic: Key Account Management (6th edition), and Global Account Management (2nd edition).

2

Twenty years experience working with the world's leading businesses in a wide range of markets, including: pharmaceuticals, healthcare, FMCG, retail, specialty chemicals, and transportation.

3

A practical approach, based on a proven toolkit, that recognises the typical obstacles encountered by those on the KAM journey, and the ability to enthuse and motivate those people engaged in 'making KAM happen'.

4

Global experience from working with clients in over fifty countries, and on all continents. A wealth of best practice in KAM and GAM, illustrated by live examples and case studies.

5

The ability to challenge those with long experience, encouraging them to broaden their horizons and engage with new ideas and approaches, and the ability to build confidence in those new to the task.

6

The ability to help delegates assess their current level of KAM performance, and so identify their personal development needs, and the ability to ensure that delegates will apply their learning well after the workshop is finished.



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# KEY ACCOUNT MANAGEMENT

## DEVELOPMENT PROGRAM

### Dates & Locations

2 DAYS

**Securing The Return**  
27-28 March, 2018 - Budapest

+

2 DAYS

**Managing The Relationship**  
25-26 September, 2018 - Prague

REQUEST FULL BROCHURE



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