



LUMS

Raising Executive  
Development Centre



KEY ACCOUNT MANAGEMENT  
*Breakthrough Strategies for Growing Valued Customers*

February 9 - 11, 2021

---

Suleman Dawood  
School of Business

---

## KEY ACCOUNT MANAGEMENT

### *Breakthrough Strategies for Growing Valued Customers*

Key accounts contribute significantly to a diverse organization's business objectives. In a hyper-competitive business environment, it is imperative that the organisations not only need to prudently select customers as key accounts but should also develop capabilities in terms of people and process to manage key accounts effectively.

The 3-day immersive programme aims to develop a practical approach to strategise, evaluate and implement a closer relationship with strategic accounts. It will enable participants to grasp the cutting-edge knowledge and skills required to deliver value for all stakeholders.

### BENEFITS FOR PARTICIPANT

- Develop a strategic approach to nurture and manage key accounts
- Gain the pivotal skills and foundations to effectively manage key accounts
- Improve collaboration within the organisation to serve key accounts effectively
- Appreciate global best practices in key accounts managements across segments

### BENEFITS FOR ORGANISATION

- Enhance organisations ability to increase profitability for every selected key account
- Increase the effectiveness of key accounts team within the organisation
- Improve organisational ability to exceed selected key accounts expectations

|                  |  |
|------------------|--|
| Programme Date:  | February 9 - 11, 2021                      |
| Programme Fee:   | PKR 90,000                                 |
| Residential Fee: | PKR 38,000                                 |
| Venue:           | Rausing Executive Development Centre, LUMS |

### WHO SHOULD ATTEND

The programme is designed for upper-middle and senior-level executives. Typical participants will hold titles including Key Account Managers, Business Development Managers, Sales Manager, Commercial Managers and Marketing Managers.

---

## ***PROGRAMME DIRECTOR***

### ***MUHAMMAD LUQMAN AWAN***

Teaching Faculty (SDSB), Marketing and Sales

PhD Scholar, University of Stirling Scotland

MBA, Lahore University of Management Sciences

BSc Mechanical Engineering, UET

#### ***Research Interests:***

Sales Force Management; Industrial Marketing and Channel Management

## ***PROGRAMME FACULTY***

### ***EHSAN-UL-HAQUE***

Professor, Marketing and Sales

PhD, University of Texas at Arlington

#### ***Research Interests:***

Advertising and Promotion Management; Consumer Behaviour; Marketing Research

---

## TERMS AND CONDITIONS

### ADMISSION PROCESS

Applications will be screened with regard to their suitability for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/program-calendar>

*\*Seat in the programme will be reserved on a first-come, first-served basis.*

### PROGRAMME FEE

The fee includes tuition cost, reading material, tea and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be additional fee. It includes accommodation, breakfasts and dinners for the duration of the programme. However, any extra charges such as telephones, extra meals etc. should be paid on departure. You may check-in on the evening preceding the start date of the programme and check-out the morning after the programme ends. You are, however, requested to inform us of the time of your arrival and departure.

### ACCOMMODATION

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with attached bathroom is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet-ready. *Please note we do not provide accommodation for drivers accompanying participants.*

### PAYMENT

Payment is due upon receipt of the acceptance letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee.

Our preferred mode of payment is by cheque/banker's draft payable to Lahore University of Management Sciences. However, the programme fee can also be paid via bank transfer. Please send the cheque to:

Rausing Executive Development Centre  
Lahore University of Management Sciences  
Sector "U", DHA, Lahore Cantt. Lahore - 54792  
Tel: +92-42-35608119-8243

*\* LUMS is a non-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.*

### DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

### SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 20,000.

It is possible to transfer deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

**Note:** *REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.*

*In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternate to refund. The University reserves the right to make changes in its programme policies and fees at any time.*

Marketing Manager

---