



LUMS

Rausing Executive
Development Centre

KEY ACCOUNT MANAGEMENT

Breakthrough Strategies for Growing Valued Customers

November 16 - 18, 2021

Suleman Dawood
School of Business

KEY ACCOUNT MANAGEMENT

Breakthrough Strategies for Growing Valued Customers

Key accounts contribute significantly to a diverse organisation'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 management across segments

BENEFITS FOR ORGANISATION

- Enhance the organisation's 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:	November 16 - 18, 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.

"An excellent programme to develop and operationalise your key accounts strategy and build value across the value chain. A highly recommended programme for all the professionals who are willing to enhance their key account management skills."

Usman Javed, Pakistan Tobacco Company

"An incomparable learning experience! The best part of the programme was not only the content but also the practical knowledge imparted during the programme that can help you in addressing some of the core challenges faced in key account management."

Jawwad Karamat Baig, Kohinoor Mills Limited

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

MUHAMMAD ABDUR RAHMAN MALIK

Associate Professor, Organisational Behaviour and HRM

PhD, LUMS University

MUHAMMAD ADEEL ZAFFAR

Associate Professor, MIS and Information Technology

PhD, University of North Carolina-Charlotte

PROGRAMME FACULTY

EHSAN-UL-HAQUE

Professor, Marketing and Sales

PhD, University of Texas at Arlington

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/programme-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 email/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. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.

However, the programme fee can also be paid via bank transfer. If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing
Rausing Executive Development Center
Lahore University of Management Sciences
Opposite Sector 'U', DHA Lahore Cantt Pakistan
(+92 42 3560 8243)

** LUMS is a not-for-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 programme, 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.