



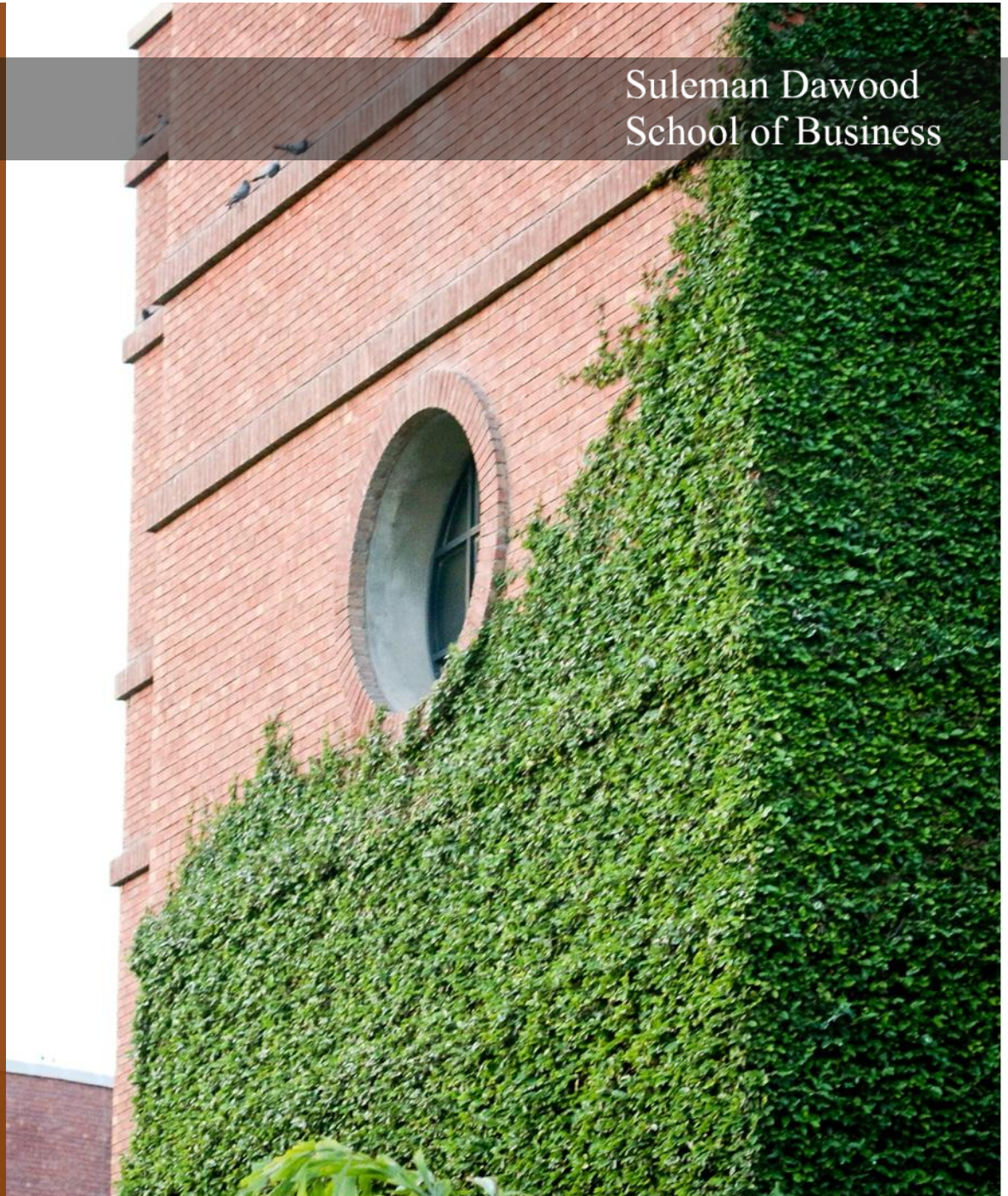
Rausing Executive
Development Centre

Suleman Dawood
School of Business

KEY ACCOUNT MANAGEMENT

**Breakthrough Strategies for Growing
Valued Customers**

November 16 - 19, 2026



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 4-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 PARTICIPANTS

During the programme, the participants will develop an understanding of;

- 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 Fee:

PKR 220,000

Residential Fee:

PKR 100,000

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.

"This programme helped me focus on core areas that are essential for developing strong personal and business relations with our key accounts. With extensive capability building, excellent engagement activity and high pressured tasks, you may not focus on these things regularly, but what I learned here will go a long way".

Fatima Khalid
Pepsi Co.

PROGRAMME DIRECTOR

MUHAMMAD LUQMAN AWAN

Senior Lecturer (SDSB)

PhD Scholar, University of Stirling Scotland

Research Interests:

Sales Force Management; Marketing Channels; Strategic Sales Leadership; B2B Marketing

PROGRAMME FACULTY

MOEEN NASEER BUTT

Associate Professor

PhD, Marketing, Ivey Business School, Western University

Research Interests:

Assessing the impact of Growth; Governance and Geography of franchise systems on their performance; Franchising; Market Development & Marketing-Finance

GHULAM ALI ARAIN

Associate Professor

PhD, Aix-Marseille University, France

Research Interests:

Leadership; Employee Voice; Creativity; Teamwork; Work Ethics; Negotiation and Conflict Management; Decision Making; Power and Politics; and Knowledge and Hiding and Knowledge Sharing in Organisations

TERMS AND CONDITIONS

ADMISSION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile 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 costs, reading material, tea, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an 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.

** Residential fee and accommodation clause above are not applicable for programme offerings in Karachi.*

ACCOMMODATION

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with an attached bathroom is equipped with a mini-fridge, writing desk, and a 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.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.
 - Please enter the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e., 1058674001802223140

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 Centre
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 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, the course fee will be refunded after deducting an application processing fee of PKR 40,000.

It is possible to transfer the 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, the university will refund the 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 alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any time.
