EFFECTIVE KEY CLIENT MANAGEMENT STRATEGIES

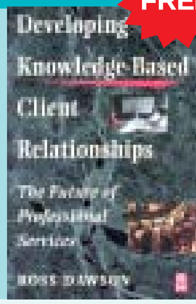
Powerful strategies in managing and maintaining your high value client relationships

5th (Mon) & 6th (Tue) APRIL, 2004
Mutiara, Kuala Lumpur

Your competitors will be looking for ways to gain a foothold in your accounts
"DO YOU HAVE FORMIDABLE STRATEGIES TO AVOID THIS?"

FREE

1st **20 PARTICIPANTS** will receive a complimentary copy of Ross Dawson's Amazon.com best seller book on **"DEVELOPING KNOWLEDGE-BASED CLIENT RELATIONSHIP"** worth RM120.00



A WORLD-CLASS SPEAKER

ROSS DAWSON
COURSE DIRECTOR
KEY CLIENT MANAGEMENT STRATEGIES

ROSS DAWSON is the CEO of a leading firm based in Sydney and San Francisco that specialises in developing client relationships and strategy in the connected economy. He is author of the acclaimed new book *Living Networks* and the Amazon.com bestseller *Developing Knowledge-Based Client Relationships,* as well as more than 50 articles on the future of business. Dawson is in demand worldwide as a keynote speaker, workshop presenter, and strategy facilitator. He has appeared on television in the US, Europe, Asia and Australia. Clients for his speaking, seminars and consulting include American Express, Deutsche Bank, Ernst & Young, IBM, KPMG, Macquarie Bank, Microsoft, and Westpac.

AS A PARTICIPANT IN THIS WORKSHOP, YOU WILL:

- ❒ **DISCOVER** the key drivers of success in high-value client relationships
- ❒ **UNDERSTAND** how digital communication is creating massive risks and opportunities in client relationships
- ❒ **LEARN** the key stages of the relationship development process, and how to become aligned with your clients
- ❒ **DESIGN POWERFUL CLIENT STRATEGIES** that deepen relationships and create valuable selling opportunities
- ❒ **IMPLEMENT** processes to create deep, trusting client relationships
- ❒ **PREPARE** and **MANAGE** client meetings so you accomplish your objectives
- ❒ **IMPROVE** client knowledge and customise service to lock-in clients
- ❒ **CREATE** strategies for using technology effectively in client relationships

The PARETTO PRINCIPLE, also known as the 80/20 rule, dictates that for most salespeople, 20% of their customers produce 80% of their revenue. If that is true for you, it means that losing one of your good accounts to the competition can be devastating to your business. That should be enough reason for you to
INVEST YOUR TIME IN ATTENDING THIS TIMELY EVENT!

Good accounts are the places where you make the greatest financial return for your time invested. Make every effort to maintain them...attend this event and learn the skills!

FiK INTERNATIONAL

For further details, please contact
Tel: (603) 9281 1175
Fax: (603) 9281 1176
or email: fik@fikintl.com
www.fikintl.com

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DAY ONE: 5th (Mon) April, 2004

FUNDAMENTALS OF KEY CLIENT MANAGEMENT

WHAT'S DRIVING KEY CLIENT MANAGEMENT TODAY

- The difference between relationship management and sales
- Key drivers of success in relationships
- The critical role of knowledge in high-value client relationships
- The virtuous circle of developing key client relationships
- How digital communication and industry shifts are changing relationships

CREATING DEEPER, MORE PROFITABLE KEY CLIENT RELATIONSHIPS

- The key stages of relationship development
- Aligning with your clients
- Developing deeper, broader, more profitable relationships
- Implementing a professional services model
- Building true partnerships with clients

CASE STUDY: GOOD PRACTICE IN HIGH-VALUE RELATIONSHIP MANAGEMENT

Workshop participants will examine the case of relationship manager who has succeeded in winning a major account after extensive work with the clients' senior management. They will look at what the relationship manager did well and could have done better in the sales process, and use this to establish effective practices in their own client relationships.

DEVELOPING AND IMPLEMENTING KEY CLIENT STRATEGIES

DEVELOPING CLIENT RELATIONSHIP STRATEGIES

- Establishing relationship objectives
- Continually improving the client relationship
- Identifying leverage points to enhance relationships
- Cross-selling strategies
- Closing deals and generating business within the relationship

BUILDING POWERFUL CLIENT COMMUNICATION AND TRUST

- Preparing and managing client meetings
- Taking account of client politics
- Improving client knowledge and customising service
- Developing personal relationships
- Adding value to client decision-making and capabilities

CASE STUDY: DEVELOPING & IMPLEMENTING A KEY CLIENT STRATEGY

This case study looks at a firm working with a major client, where it is trying to overcome competitive and relationship challenges, and build lasting profitable business. Participants will work in teams to create an actionable strategy to achieve business objectives in this client relationship.

DAY TWO: 6th (Tue) April, 2004

MANAGING CLIENT RELATIONSHIPS AND TEAMS

EFFECTIVELY MANAGING CLIENT EXPECTATIONS

- Understanding and managing client expectations
- Adapting your communication style to the client
- Using digital communication effectively
- Designing trust development processes
- Taking responsibility for communication

FORMING AND LEADING CLIENT RELATIONSHIP TEAMS

- Building organisation-wide relationships
- Models for structuring the relationship
- Using specialists within teams
- Effectively constructing and managing client teams
- Setting schedules, responsibilities, and action plans

CASE STUDY: LEADING A KEY RELATIONSHIP TEAM

This case covers the situation of a client relationship leader working within an organisation, who needs to create effective communication both with the key client and inside the team servicing the account. Syndicate groups will study the specific case and come up with practical recommendations for the relationship leader, giving participants useful approaches for working in their own firms.

EFFECTIVE CLIENT PARTNERSHIPS AND IMPLEMENTATION

BUILDING HIGH-VALUE CLIENT PARTNERSHIPS

- Creating the virtuous circle of relationship development
- The process of building a client partnership
- Innovative value-based pricing
- Implementing knowledge transfer with clients
- Strategies to achieve differentiation

IMPLEMENTING KEY CLIENT PROGRAMS

- Enhancing your organisational client relationship capabilities
- How to establish and maintain key client programs
- Developing strategies, structures, processes, skills and culture to support key client programs
- Key client management technologies
- Developing skills and personal development plans

CASE STUDY & EXERCISE: IMPLEMENTING KEY CLIENT PROGRAMS & PERSONAL ACTION PLANS

Participants will examine the case of a company which is implementing a key client programs, its internal challenges, and how it is going about it. Participants will use the case to consider what kinds of approaches would work best in their own industry and company, and how to implement these programs most effectively. They will then use their work throughout the workshop to set action plans for themselves and their companies to enhance key client management immediately on return to their work.

GROUP EXERCISE

For each, there will be an interactive presentation and a group activity. Participants will be divided into "syndicate groups" of 6-8 people who will work together on the cases and exercises. Case studies will generally examine a model company, and a specific situation in managing its key clients, and the syndicate groups will come up with recommendations for what the firm or key client manager should do in this situation. Other activities include role-plays for these client situations, and syndicate discussions in which attendees share and discuss experiences and perspectives from their own industry and company, and work out how best to put into practice the workshop content.

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ABOUT YOUR WORKSHOP LEADER

ROSS DAWSON is Founder and Chief Executive Officer of an international consulting firm specialising in developing strategy and client relationships in the connected economy. He is recognised as one of the world's leading authorities in the field. Clients for his speaking, seminars and consulting include American Express, Deutsche Bank, Ernst & Young, IBM, KPMG, Macquarie Bank, Microsoft, and Westpac.

Dawson is the author of the acclaimed new book *Living Networks* and the **Amazon.com bestseller** *Developing Knowledge-Based Client Relationships: The Future of Professional Services,* as well as more than 50 articles on international business. Dawson is in demand worldwide for his innovative work as a keynote speaker, workshop presenter, and strategy facilitator. His global media appearances include CNN, Bloomberg TV, SkyNews, European Business Network, and Channel News Asia.

Dawson worked in a variety of senior positions in London, Tokyo, and Sydney, most recently as Global Director, Capital Markets and Asian Director – Capital Markets at Thomson Financial. He holds a B.Sc.(Hons) from Bristol University, UK, and is certified as a Master Practitioner of Neuro-Linguistic Programming (NLP). Dawson has extensive international business experience and speaks five languages.

WHAT ROSS'S CLIENTS HAVE TO SAY ABOUT HIS WORKSHOPS

He makes complex topics interesting and understandable. His understanding of what makes people buy complex services in the modern world of instant communication is excellent. He has the ability to make people listen - his presentations grab your attention, and the variation in pacing and style keep people awake and concentrating (all too rare as you would know!)

MANAGING DIRECTOR, ABACUS LEADING SOLUTIONS

Ross was able to facilitate the group effectively to maintain an interesting dialogue with the group and to get participants to express their different points of view. I found Ross an interesting and entertaining speaker, able to keep participants' attention and to involve the audience. His session helped me think of new ideas and ways of managing change as I work in the E-Commerce division within Ernst & Young and this is our challenge.

NATIONAL E-COMMERCE PROJECT MANAGER, ERNST & YOUNG

I found the program very useful because of the way that Ross ran the program. It was not a lecture or a seminar but hands on workshop. There was great emphasis on break out sessions and working groups - solving problems and coming up with workable solutions. Not only did you get to solve your group issues but you also got to hear from other participants regarding their experiences. So many workshop leaders want to listen to their own voice. Ross is not like that.

CEO – BUSINESSFITNESS

Ross's subject matter is both informative and very relevant in today's highly competitive work. It focuses on understanding client needs and responding to those needs as opposed to just selling your product. This forms the basis of the idea that the client relationship will be than product based, it will be solutions based. Ross's presentation style is professional but approachable. He is naturally very comfortable with his subject matter and as such can explain his ideas and really make sure that the course participant understands his concepts and ideas. His speaking style is clear and easily understood. In all I would say he is a polished, professional presenter and educator.

GENERAL MANAGER FINANCE AND ADMINISTRATION, NEW SOUTH WALES TREASURY CORPORATION

WHY YOU SHOULD NOT MISS THIS EVENT

Client relationships are at the foundation of all profitable business today. Business is getting tougher and tougher, as competition and pressure on margins increase. The Internet means your clients can search for the lowest price on everything, technology makes it far easier to switch suppliers, and new competitors are emerging from other countries and industry sectors. Unless your relationships are strong enough that your clients actively prefer to do business with you, then you become a commodity provider, competing solely on cost.

This seminar provides companies with the capabilities they require to continually build deeper, more profitable relationships with their high-value clients. This includes developing the skills of the front-line relationship managers and professionals who deal with high-value clients, and senior managers understanding what they must do to create exceptional organisational performance in their client relationships.

Senior executives, marketing managers, and others responsible for dealing with high-value clients will find out how to make their companies more competitive and profitable. Discussion, case studies and exercises make it easy for attendees to apply what they learn so they can immediately improve their performance when they return to the workplace.

WHO MUST ATTEND

All executives involved in dealing with the organisation's high-value clients, including:

- ❒ Senior management
- ❒ Sales
- ❒ Professionals
- ❒ Marketing
- ❒ Relationship managers
- ❒ Business development
- ❒ Strategic planning
- ❒ Client service

Relevant industries include all financial services, professional services, technology and communications, construction and infrastructure, industrial equipment, logistics, utilities, and any other company that has high-value corporate and institutional clients.

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HRDF Claimable

REGISTRATION CONTRACT:

Please complete this form immediately and fax back to (603) 9281 1176

A. Delegate's details

1. Name : ____________________

Position : ____________________

Email : ____________________

2. Name : ____________________

Position : ____________________

Email : ____________________

3. Name : ____________________

Position : ____________________

Email : ____________________

Organisation : ____________________

Address : ____________________

Town : ____________________

State: ____________ Postcode : ____________

Nature of Business : ____________________

Tel : ____________ Fax: ____________

B. The Invoice should be directed to Mr/Ms (Dept):

Name: ____________________

Dept: ____________________

Tel: ____________________

E-mail: ____________________

C. Authorising Manager's details

Name : ____________________

Title : ____________________

Tel: ____________________

Signature : ____________________

Date: ____________________

This booking is invalid without a signature

REGISTER NOW

Contact the **FIK INTERNATIONAL** Consulting Team,

23-1, Jalan 2/76C, Desa Pandan, 55100 Kuala Lumpur, MALAYSIA

Tel: (603) 9200 8500 / 9281 1175

Fax: (603) 9281 1176

Email: fik@fikintl.com

www.fikintl.com

2-Day Workshop Fee:

- ☐ **RM 3570** per delegate (booked before 1st March, 2004)
- ☐ **RM 3885** per delegate (booked after 1st March, 2004)
- ☐ **RM 9923** for group registration of 3 delegates

(Fee includes documentation, refreshment, lunch & 5% Govt. tax)

METHOD OF PAYMENT :

Payment is required within **5 working days** from the invoice date.

1) Cheque : Made payable to **Frontier In Knowledge (M) Sdn Bhd**

2) Bank : Maybank, Desa Pandan Branch, Kuala Lumpur
Account Number : **564548102151**
(Quoting your Company Name and KAM04 as reference)

3) Credit Card : Please debit my ☐ VISA ☐ MasterCard ☐ Amex

Card Holder's Name ____________________

Name of Card ____________________

Card Number ☐☐☐☐ ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Signature: ____________________

Expiry Date: ____________________

CANCELLATIONS & SUBSTITUTIONS : All cancellations of registration must be made in writing. If cancellation is received three weeks before the event i.e. 15th March, 2004 you will be entitled to a 50% refund. Regrettably, no refund will be made for cancellation after 15th March, 2004. However, a complete set of documentation will be sent to you. Substitutions are welcomed at anytime.

NOTE : It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue. Every effort will be made to inform the participants of the change. FIK International should not be held liable for any costs arising from this change.

HOTEL ACCOMMODATION : Accommodation is not included in the conference fees. To reserve accommodation at the conference venue, please contact Mr. Mohd Fouzi, Mutiara Hotel at (603) 2146 3884 and stress that you are attending FIK International event.

BUSINESS OPPORTUNITIES : A limited amount of exhibition space is available at the workshop. Sponsorship opportunities covering the lunch and documentation also exist. For further details, contact Mr Thomas, Sponsorship Manager in Singapore office at (65) 68366166