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# HIGH LEVEL KEY ACCOUNT MANAGEMENT™

Modern retail channels are continuously developing. In time the large retail networks will have 54% of the total FMCG purchase, which is a 45% increase compared to the current market situation (GfK market research).

Are you ready to manage this growth, can you handle increasingly tougher negotiations with buyers who are growing stronger as networks develop. What can you do so these negotiations will not impact your profit?

Your competitors get stronger, more challenging, more active. What are you doing to have an efficient competitive edge?

How do you choose the right moment for your campaigns. Are you a follower or a trend setter on the market?

These are a few of the main aspects related to Key Account Management. We invite you to discover together ways to handle these aspects during the « **High Level Key Account Management™**» program.

## Learning outcomes

- **Philosophies and principles of Key Account Management**, in order to realize how your company is positioned compared to the market and the retailer.
- **Portfolio analysis and customer profiling**, so that you understand and can easily draw a map of the customer portfolio and set up the ground for your strategic and tactical decision.
- **Planning process**, the fundamental component of the entire enterprise. This part will cover financial aspects, building the plan with the customer, designing the Customer Value Statement, objective setting, understanding the customer business as well as the personal needs, the negotiation.



- **Brand activation and consumers** – you will put together specific promotions that are closely connected to your brand and its positioning.
- **Market investment strategies**

There will be 3 training days full of case studies and real life examples that you encounter daily in your activity, surprising ideas, and understanding key points in building a unique solution.

**Course details:**

Minimum 6, maximum 12 participants in a group

Period: 3 days, from 9:00 to 17:00