



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



KEY ACCOUNT MANAGEMENT



Programme Director:
Prof. Suren Sista



Programme Dates:
February 12 - 16, 2024



Programme Venue:
MDC, IIM Calcutta

INTRODUCTION

Key Account Management (KAM) Programme provides frameworks to understand buyer-seller relationships and managing Key Account Management (KAM) in business markets. It will show how to adopt a practical approach to planning, analyzing and implementing a closer relationship with your strategic accounts. At the end of the programme, you will have the tools to create a strategic key account plan for a specific customer.

OBJECTIVES

- Understand and appreciate customer-centricity and its role in higher profitability
- Understanding buyer-seller relationships, networks, and alliances.
- Develop a clear understanding of the goals of KAM as a principle and how it can contribute to the overall strategy of the firm to face future challenges.
- Customer classification and value-based management of customers.
- To learn how to navigate the evolution of key/strategic account partnerships.
- Frameworks for effective management of key/strategic account partnerships.
- Creating and Capturing value for and from the key account relationships.
- Gain a deep understanding of the total process of key account management.
- Assessing Performance of Key Accounts.



PEDAGOGY

The programme will draw on current academic research, case studies, and experience sharing of best practices from Indian as well as global companies. The programme will be delivered through a mix of lectures, cases, simulations, role-plays, and in-class exercises.



WHO MAY ATTEND

- Practicing key account managers seeking to ensure they manage key relationships appropriately and profitably.
- Senior salespeople and major account managers aiming to develop their planning and customer management skills.
- Procurement managers who would like a different perspective on supplier relationship management and collaborative business-to-business relationships.



KEY TOPICS

- Developing Customer Centric Organizations
- Customer Relationship Management (Introduction to Best practices)
- Key Account Management – key principles
- Identifying key accounts
- Developing a deep understanding of the customer
- Developing customer-focused value propositions
- Commercial strategies for Key Accounts
- Managing the internal and external teams for KAM
- Prioritizing, managing and growing key accounts
- Conflict Management and Negotiating for higher value
- The strategic role of the Key Account Manager.



PROGRAMME DIRECTOR

Professor Suren Sista is a member of the faculty of Marketing at the Indian Institute of Management Calcutta. He is a Fellow (PhD) of the Indian Institute of Management Bangalore and holds a Post-Graduate in Marketing Communications from Mudra Institute of Communications Ahmedabad. He was the Dr. D C Pavate Research Fellow at Cambridge Judge Business School, University of Cambridge in 2010. Professor Sista was on deputation at LBSNAA, Mussoorie as Professor of Management in 2016 where he was involved in the training of Civil Services Officers.

Professor Sista's ongoing research is in the areas of Marketing, Relationship Marketing, Sports Marketing, and Research Methods. He is an Area Editor (Marketing) of the Journal of Indian Business Research (Emerald Publication). He has undertaken various consulting assignments on the business of sports and entertainment and is active in executive education. Professor Sista teaches core Marketing courses, and elective courses in Relationship Marketing and Competitive Marketing Strategy at IIM Calcutta.

For further details of the Programme you may contact the Programme Director at suren@iimcal.ac.in.



PROGRAMME DETAILS

- **Duration:** February 12 - 16, 2024
- **Programme Commencement:** 9:00 AM on February 12, 2024
- **Programme Conclusion:** 2:00 PM on February 16, 2024
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** February 11, 2024 (6:00 pm onward)
 - **Check out:** February 16, 2024 (2:00 pm)

PROGRAMME FEES

- **Residential (R):** ₹ 125,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 115,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta has been ranked 2nd in India and 59th globally for Open Programs (MDPs) in the Financial Times Executive Education Ranking 2022. The Institute has secured 76th rank in Financial Times Global MBA Ranking 2023 and 1st in BT-MDRA Best B-School Survey 2022



Our correspondence address is as follows:

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in