

*Two Exclusive Seminars on*  
**Leadership Skills for the -21<sup>st</sup> Century** - 4 Cs of Leadership  
**AND**  
**Key Account Management**

**21<sup>st</sup> May 2019 – Bangalore - Royal Orchid**  
**24<sup>th</sup> May 2019 – Chennai - Hyatt Regency**  
**29<sup>th</sup> May 2019 – Mumbai - Hyatt Regency**  
**4<sup>th</sup> June 2019 – Delhi - The Leela**

**22<sup>nd</sup> May 2019 – Bangalore - Royal Orchid**  
**25<sup>th</sup> May 2019 – Chennai - Hyatt Regency**  
**30<sup>th</sup> May 2019 – Mumbai - Hyatt Regency**  
**5<sup>th</sup> June 2019 – Delhi - The Leela**

**By**  
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**Visiting Faculty at IIM & Senior Advisor**

***Leadership Skills for the -21<sup>st</sup>***

**Overview**

The purpose of this program is to expose participants to the emergent LEADERSHIP SKILLS in the modern workplace. Build Intellectual, Psychological and Social Capital to lead confidently in the modern world. To ensure automation does not replace the participants skill sets. The course gives an overview of the skill sets to enable the participant to decide one a specific skill he or she would like to explore further

**Who Should Attend**

All those in senior leadership roles. Especially those in a rapidly changing industry landscape and where many functions are getting automated or digitized. All new entrants into managerial jobs.

The course begins with differentiating between managing and leading and move forward to expose participants to the emergent LEADERSHIP SKILLS in the modern workplace

- Build Intellectual, Psychological and Social Capital to lead confidently in the modern world
- To ensure automation does not replace the participants skill sets
- The course gives an overview of the skill sets to enable the participant to decide one a specific skill he or she would like to explore further

**What You Will Gain**

***Key Account Management***  
**Overview**

This program focuses on creating a structure for account management professionals to develop a strategy to manage the critical customer relationships that ensure business success. This leads one to examine the operational processes required for effective account management and good working relationships between both parties.

Techniques for increasing the penetration throughout the depth and breadth of the account are covered. In addition, the key elements of handling meetings, negotiations, building buyer needs, and understanding the emotional influencers which motivate people to buy, are also examined and discussed.

The course is very practical in nature, and includes exercises, which give the participants and opportunity to reflect on how the subject matter relates specifically to their existing accounts. It also provides tips and ideas to assist participants successful manage high value accounts.

**Who Should Attend**

Meant for experienced sales professionals who manage key accounts, and strategic business relationships

**Pre requisite**

It is important that participants have already attended professional sales training, as this program is focused on developing higher level client relationships, and identifying key strategies to help enhance their current sales techniques

- Be equipped to manage managerial challenges in the modern workplace of the 21st century
- Master the techniques of applied creativity in the workplace
- Use emotions effectively to manage self and others
- Leading through collaboration

## ***Contents for Leadership Skills***

### **# Collaboration**

#### **> Global Mindset**

What is Global Mind set

Why is Global Mindset important in Managing today's organization?

How to build GM & leverage GM

#### **> EQ**

What is EQ & Difference between EQ and IQ

How to Develop your EQ

Where EQ is Critical

#### **> People Connect**

What is People Connect & Connected Team Team vs Individuals

Team Essentials, Team Environment

3 Cs of Team connect

Building a collaborative team

### **# Communication**

#### **> Communication Strategy**

Communication Planning

Communicating in the digital age

#### **> Communicating to Influence**

Flexing Communication Styles

Identifying personal communication styles

Non Hierarchical Influencing

### **# Critical thinking**

#### **> Cognitive Flexing**

What is CF & Develop CF

How will this help

#### **> Forecasting Follies**

### **Course Objectives**

- Consider the constantly changing role of the Key Account Manager
- Examine proven practices in the development of sales, which relies on creating effective business partnerships
- Gather ability to use techniques for achieving account goals and objectives
- Understand the strategic processes and operational objectives which lead to increased account penetration and maximum profit opportunities
- Develop a broader understanding of 'customer behaviors' and their impact on buying decisions
- Know how to handle an account meeting and the negotiations within it

### **What You Will Gain**

- A clearly defined, timely, and dynamic approach to the planning process, not just for the present, but more importantly, for the future
- An insight into the key strategic and operational processes, as well as the marketing principles, that will enable delegates to understand the importance of getting the account strategy right
- Techniques for building the best relationships with key accounts

## ***Contents for Key Account Management***

### **> Introduction and Icebreaker**

### **> Expectation Mapping**

### **> Context Setting for the Program**

### **> What is KAM**

### **> Basics: Elements of KAM**

Difference between KAM and selling

What are Key Accounts

Benefits of KAM

### **> Defining and Selecting Key Accounts**

### **> Determining the Key Account Portfolio**

### **> Types of KAM**

### **> Contextualizing each KAM type**

### **> Selling to Key Account**

### **> Relational development Model**

### **> Business Planning**

Understanding Data management  
Folly of insufficient analysis  
Insights beyond stats

## # Creativity

### > Creative Problem Solving

Understand creativity  
Define problems  
Some creative techniques

- > **Alignment & Value Creation**
- > **Influencing and Negotiating**
- > **Account Strategy**
- > **From Customer Service to Customer intimacy**
- > **From KAM to SAM – Strategic Account Management**
- > **What is your Influencing Style**
- > **What is your Negotiating style**

## Profile of Faculty

### Mr. Suresh Gopaldaswamy

#### Visiting Faculty at IIM & Senior Advisor

Experience of 20+ years in Behavioral and Functional Training, Profit Centre Operations and Sales & Distribution Management. Has facilitated and coached clients from wide range of industries. Retired from HUL as Senior Manager Channel Operations. MR Gopaldaswamy is Guest Faculty at IIM-C for MDC programs for Senior management as well as ISS probationers.

MR Gopaldaswamy has Diplomas in Management, HR Management, Change management and a certification in Storytelling. Mr. Gopaldaswamy's area of expertise include Sales Management, selling techniques, Business Partner Management, Competency Mapping & Development, Business Story Telling, Change Management, Execution Skills among many others.

Mr. Gopaldaswamy has a wide Industry/Functional Experience / exposure spanning Civil Services, PSUs, FMCG, Consumer Durables, Fashion Garments, Manufacturing, Industrial Products, Automobile Parts, Infrastructure, Hospitality and Health Care

Timings: 10:00 am - 5:00 pm, Registration begins at 9:30 am\*

How to Register:

- > **Fees: Rs. 9900 /- +18 % GST per person for single day**  
**: Rs. 18000 /- +18 % GST per person for both days**
- > Please write to [gcmseminars@yahoo.com](mailto:gcmseminars@yahoo.com)
- > **Call Mr. Rajeev Gupta- 9711114779 / 9540012349 / Call -011-42111617**
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- > Fees include Refreshment, Certificate of Participation, Lunch & Course Material. \*Terms & Condition Apply.

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