



Account Management Masterclass

Thursday 25th November 2010

The Hatton London

	Agenda
09:00	<i>Registration & Coffee</i>
09:30	Why Account Management? <ul style="list-style-type: none"> •New challenges & new realities •Defining AM - The model - The journey •Analysis - Understanding the nature of our value •Workshop - Application
11:00	<i>Coffee Break</i>
11:15	Relationship Management: <ul style="list-style-type: none"> •From bow ties to diamonds • Workshop - Application
12:30	<i>Lunch</i>
13:30	The Buyers Perspective: <ul style="list-style-type: none"> •Understanding the new purchasing agenda • Seeking mutuality • Is partnership possible?
15:00	<i>Tea Break</i>
15:15	The Value Proposition: <ul style="list-style-type: none"> •Activity cycle analysis • Workshop – Application
16:30	<i>Review & Close</i>