**ACCOUNTS THAT COUNT:**

**6 FUNDAMENTALS OF ACCOUNT MANAGEMENT**

**PROGRAM DESCRIPTION**

There is no templated approach in management. Especially when it comes to dealing with different types of clients. Each client has their own unique classifications, whether its industry, company size, or nature of business (B2B, B2C, etc.).

You can be successful in company A, but the best practices applied in Company A might not be applicable to Company B.

With different types of companies, also means different types of people. How do you know you’re talking to the right person? And what’s the level of power do the people we transact with have? Are they significant? And how do we know which one is important? As the saying goes:

*“If everything is important, then nothing is important”*

We are here to solve these challenges. With the proper framework, strategies, and game plans, we will be able to understand the dynamics of Account Management and move towards growth.

They say that the grass is greener where you water it. Improve your servicing with Account Management, and see the growth of your existing accounts.

*“5 percent increase in customer retention can lead to an increase in profits of between 25 and 95 percent.”*

*- Bain & Company; Earl Sasser of the Harvard Business School We’ll show you how.*

**WHAT TO EXPECT**

The seminar features real life professional experiences applicable to both SMEs and Multinationals. Case studies, lectures, and group discussions will be highlighted throughout the seminar. The workshop also offers real time problem solving of challenges that will be shared during the discussions.

**WHO SHOULD ATTEND**

* Account Executives, Managers, and those who handle accounts/partners/vendors etc.
* Consultants
* Those who handles or communicates to clients
* Those who are point-of-contact of the clients/partners/accounts etc.

**PROGRAM OUTLINE**

This training course will help front liners, managers, even executives on how to manage multiple clients coming from multiple backgrounds. Levels of clients are also factored in the workshop, entry level, middle management, leadership, up to business owners. The levels of clients plays a key role in the overall management of an account. During this one day seminar, we will cover:

1. **Qualities of an Account Manager**
2. **6 step process of Account Management**
3. **6 step process of Account Mismanagement**
4. **Each of the steps will be discussed thoroughly and in detail.**
5. **Account Management Case Study and Group Discussion**
6. **4 types of clients and their dynamics**
7. **Challenges and Complications per client type**
8. **The account management game and how to win it. Tips on dealing with clients**
9. **Social Power Bases as a means of managing clients**
10. **Signature Maverick Game Plan. How to know which client to prfioritize**

**PROGRAM FACILITATOR**

***Patricio “Patt” Soyao***is currently the Managing Director and founder of Icon Executive Search, a premium executive search and executive events firm that services a roster of high-profile clientele. An academic speaker at universities and a keynote speaker at business conferences. Also an educator in the De La Salle College of St. Benilde. He has a decade’s worth of leadership experience coming from his engagements with multinational firms such as Samsung, LinkedIn, Shell, Philip Morris, Oppo, Loreal, and Hilti to name a few. As well as to our very own local conglomerates such as Jollibee, Aboitiz, Ayala, San Miguel, Globe, and Sunnies. He holds a Bachelor’s degree in Business administration major in Human Resources from De La Salle College of St. Benilde, a Master’s degree in Business Administration from the Ateneo Graduate School of Business, and a Graduate from the Certified Digital Marketer program.

**RESERVE-NOW-BEFORE-IT'S-TOO-LATE! FORM**

**TO REGISTER:**

1. Fill out the form below and email us at seminars@saltandlight.ph

2. Send the form together with your company check to

**Breakthrough Leadership Management Consultancy, Inc.**

**2/F HPL Building, 60 Sen. Gil Puyat Avenue, Makati**

**TO INQUIRE:**

1. Call 8830 2191 or 8813 2732, look for Juliet

2. Email us at seminars@saltandlight.ph

**ACCOUNTS THAT COUNT:**

**6 Fundamentals of Account Management**

**Facilitated by PattSoyao**

March 25, 2020 | 9:00 AM to 5:00 PM |Joy~Nostalg Hotel & Suites Manila, Ortigas Center

*//source: Account Management\_PattSoyao\_March 25, 2020\_OP\_Website*

**YES!** Please register \_\_ participant(s) for this seminar/workshop!

**LEARNING INVESTMENT:**

|  |  |
| --- | --- |
| [  ] **Best Buy Rate:**Php7,327 +12% VAT | [ ] **Early Bird Rate:**Php8,327 +12% VAT |
|  [  ] **Regular Rate:**Php9,327 +12% VAT | [  ] **Walk-in Rate:**Php10,327 +12% VAT |

[ ] **Get 1 FREE SEAT by booking for 3 SEATS**

**Workshop fee includes**:

* AM & PM snacks
* Lunch
* IDs
* Manuals
* Certificates

**TERMS:**

1. Participants availing of the **Best Buy Rate or Early Bird Rate** will be given five (5) working days to settle their fees after the promo deadline. Next applicable rate shall apply if the participant fails to settle his/her fee within the five (5) working day period.
2. **Gift Certificates/Discount Vouchers** from Breakthrough Leadership or Salt & Light Ventures shall only be applied on the Regular Rate. All other promos (2 or 3+1 promo, Group and Suki discounts) are not applicable when GCs or vouchers are applied.
3. **Cancellation** seven (7) working days before the event, whether paid or unpaid, or a no-show during the event will not be honored. Failure to inform of your cancellation before the seven-day deadline will result to 30% charge to your account. This will serve as secretariat and banquet fee. Cancellation should be in writing and emailed or faxed to us.
4. Seminar participation may be transferred to another person in the same company.
5. If you wish to move your reservation to another seminar happening within the calendar year, please note that the rate of your updated seminar choice will be applied. Should the prevailing rate be higher than the initial learning investment already paid for, please settle the balance prior to the seminar date. Promo seats cannot be moved or transferred to another date or seminar.
6. We reserve the option to cancel or reschedule an event if minimum number of participants is not reached.
7. This reservation form, when completed, may also serve as your billing invoice.
8. All seminar fees must be prepaid.

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| --- |
| **COMPANY DETAILS** |
| **NAME OF COMPANY/ORGANIZATION(BIR-REGISTERED NAME)** |
|  |
| **COMPLETE ADDRESS (Address:Flr/Bldg/St.Village/Bgy./City)** |
|  |
|  |
| **INDUSTRY** |
|  |
| **PRODUCT/SERVICES OFFERED** |
|  |
| **WEBSITE                                                 COMPANY TIN# (REQUIRED)** |
| **[  ] VAT      [  ] Zero-Rated or VAT Exempt** |

*\*For zero-rated or VAT exempt companies, please include your Certificate of Exemption or PEZA registration. Provide Form 2307 or Certificate of Tax Withheld if payment done with tax withheld. Please withhold only 2% as we are classified as suppliers or contractors of services.*

**RESERVING OFFICER'S DETAILS       [  ] MR      [  ] MS      [  ] MRS      [  ] DR      [  ] PROF**

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| --- |
| **FULL NAME** |
|  |
| **NICK NAME** |
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| **CIVIL STATUS:  [  ]Single   [  ]Married** |
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| **JOB TITLE/POSITION** |
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| **TELEPHONE #                                                    FAX #** |
|  |
| **MOBILE #                                                            EMAIL ADDRESS** |
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| **PERSONAL TIN *(for personal reservation)*** |

**PARTICIPANT'S DETAILS**

**PARTICIPANT 1                  [  ] MR       [  ] MS       [  ] MRS       [  ] DR       [  ] PROF**

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| --- |
| **FULL NAME** |
|  |
| **NICK NAME** |
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| **CIVIL STATUS:  [  ]Single   [  ]Married** |
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| **JOB TITLE/POSITION** |
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| **TELEPHONE #                                                    FAX #** |
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| **MOBILE #                                                            EMAIL ADDRESS** |
|  |
| **PERSONAL TIN*(for personal reservation)*** |

Pls. check if:   [  ] Vegetarian   [  ] Food Allergy:  ­­­­­\_\_\_\_\_\_\_\_\_\_ [  ] Senior Citizen    [  ] Pregnant    [  ] PWD

**PARTICIPANT 2              [  ] MR       [  ] MS       [  ] MRS       [  ] DR       [  ] PROF**

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| **FULL NAME** |
|  |
| **NICK NAME** |
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| **CIVIL STATUS:  [  ] Single   [  ] Married** |
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| **JOB TITLE/POSITION** |
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| **TELEPHONE #                                                    FAX #** |
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| **MOBILE #                                                            EMAIL ADDRESS** |
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| **PERSONAL TIN*(for personal reservation)*** |

Pls. check if:   [  ] Vegetarian   [  ] Food Allergy:  ­­­­­\_\_\_\_\_\_\_\_\_\_    [  ] Senior Citizen    [  ] Pregnant    [  ] PWD

**NOTE:**

* For more than two (2) participants, kindly add more sections to the registration form.
* Putting your mobile number is optional. It's only to be used in case we need to confirm or inform delegates of urgent, last minute changes and in case of emergencies, i.e. weather disturbances, speaker changes, etc.
* Kindly indicate your own TIN if making a personal reservation.
* Inform the secretariat by emailing seminars@saltandlight.ph if the seminar seat will be transferred to another participant within the same company.
* **Billing processing** takes two to three (2 to 3) working days upon receipt of your reservation.
* Please reconfirm your reservation if you do not receive your billing or any confirmation from us through email, call, or SMS.
* For **invoice/OR** concerns, please call Katherine Maglaque at (02) 8889-1111 local 765.

**KINDLY SELECT ONE OF THE FOLLOWING PAYMENT METHODS:**

[  ] **By Cheque.** I will send check payment to your office on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

[  ] **By Pick-up.** Please pick-up our check on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (time/date).

***Made payable to Breakthrough Leadership Management Consultancy, Inc.***

[  ] **By Bank Deposit.** (Scan copy of deposit slip with your name and seminar title and send to seminars@saltandlight.ph)

     Kindly remit the money to the following. bank details:

     Company Name: Breakthrough Leadership Management Consultancy, Inc.

     TIN #: 008-524-715-VAT

     Account #: BPI CA#3711-0082-83, Gil Puyat, Makati Branch

     Account #: Chinabank CA#143-176931-7 Gil Puyat, Makati Branch

**GROUP DISCOUNTS:**

Knock off a couple of pesos off our rates when you register in groups! Call us to inquire about our group discounts.

\* 3 delegates - Less P 300 per delegate

\* 4 delegates - Less P 400 per delegate

\* 5 or more delegates - Less P 500 per delegate

**SUKI DISCOUNTS & INCENTIVES:**

Salt & Light Ventures' regular customers get an additional P500 discount per person when booking on top of Early Bird Rates and Group Discounts.

*Please note that our regular Group Discounts and Suki Discounts & Incentives are not applicable with our 2+1 and 3+1 promos.*

**IN-HOUSE:**

We'll bring this workshop right at your base - customized and personalized to fit your training needs. Grab this opportunity to train your whole staff and attain results faster and simultaneously. Call 813 2732and look for Jenna or Kevin, or email trainings@breakthroughleadership.asia for more details.