



Key Account Management for Posts

The third week of the four-week Marketing and Innovation for Posts course incorporates a special workshop on **Key Account Management for Posts (KAMP)**. For many Posts, it's always more profitable to boost the sell more to the existing customers rather than maintain relationships with numerous short-term clients who only generate small transactions. Knowing how to provide existing customers with something that can benefit them can help you reach your sales quota with far fewer transactions. It also saves you a lot of time, which you can spend on strengthening your existing business partnerships. This workshop will concentrate on building stronger relationships with fewer customers who show business potential, which means they can increase the average size of sales deals. Through investing in relationships with key accounts, managers increase customer loyalty and trust. Key Accounts are significant to an organization's sustainable, long-term growth and require a substantial investment of both time and resources.

Definition of Key Account Management	Customer-Based selling and Account planning	Customer Relationship vs Key Account
Benefits of Key Account Management	Sales Activities Planning	Challenges of Key Account Management
Marketing Mix and Marketing Strateg	Advisory selling	Case Study
Account Manager development	How to start the Key Account Management	Site Visits



Mr. Anucha, who has been re-appointed in APPC in January 2023, will be the Course Director for **KAMP Workshop**. He comes with a lot of experience from his last term as Course Director of APPC during 2014-2019. Have conducted many in-house courses including the External Training Programs (ETP) abroad such as Brunei Darussalam, Hong Kong, Lao, Malaysia, Macau, Mongolia, Myanmar, Sri Lanka, Timor Leste, USA and Vietnam. Have worked in Thailand Post for over 30 years and have worked in various areas such as International Postal Operations, Logistics Management and Marketing and Sales etc., he can contribute his knowledge and expertise to all participants and the Posts.

