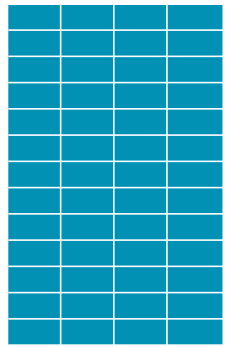


Key Account Management - Role of KAM
Key Account Management - Role of KAM
Key Account Management - Selection & Categorization
Key Account Management - Stages of Relationship
Measuring distribution
New Business Development
New Market entry (Operational & Strategic Aspects)
Basic Negotiation Skills
Partner search
Partner Search (Complete handbook)
Promotional Design
Sales Planning
Sales KPI Development

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Trade (Customer) Marketing

Promotions Development
Trade Marketing & Digital Engagement
Trade Marketing & Organisational Alignment
Trade Marketing & Plan Development
Trade Marketing & Planograms
Trade Marketing & Retail
Trade Marketing & Tactics
Trade Marketing & Territory Design
Trade Marketing & Traditional Trade
Trade Marketing Fundamentals
Trade Marketing Fundamentals
Trade Marketing Plan Development
Trade Marketing Planning Process
Understanding Store Formats
Trade Marketing KPI Development

Tools

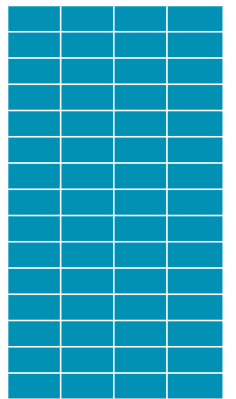
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Group Exercise

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Handouts

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Comments

Tools are provided via www.upskilPRO.com for training and development access in addition to the workshop
 Group exercises are done in select cases to involve teams and get the engagement
 Handouts are given for all courses
 Duration is indicative and depends upon team engagement. (Each blue box represents 1 hour)
 Licences are issued by upskilPRO.com on the purchase of any of the memberships which leads to a download of your choice.
 UpskilPRO is a learning & development organisation present in the UAE, Canada & India.

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