

MANAGING STRATEGIC B2B ACCOUNTS

Onsite — 2 days

The pattern of relationship between seller and buyer companies in the last 4 decades has been coloured by the application of Key Account Management (KAM). This application is an effort by the selling company to improve its relationship with the buyer company, especially those that are considered strategic and important for the selling company. However, in fact, there are still many misconceptions and lack of accuracy in understanding and implementing the concept of KAM. This program will explore the basic principles of KAM in managing important and strategic clients. Through this program, participants are expected to understand the overall position of KAM in achieving company goals.

Learning Objectives

Through this program you are invited to be able to see in more depth how to prepare and manage marketing strategies for B2B businesses. It starts with a fundamental understanding of what B2B is and how B2B differs from B2C. How do we fundamentally design market mapping and market target setting. Identify who the target really is macro and micro. What is their pain and gain. And how we can meet their expectations better suited and better than competitors. In this program you are also invited to understand how much the role of Branding in B2B business and what efforts we must make in building communication for the creation of leads. At the end, you will be invited to understand the importance of relationship marketing in B2B and how Key Account Management can be the answer to these needs.

Learning Scope

Day 1

- B2B vs B2C
- What is B2B Marketing Strategy?
- Managing Customer Value
- Segmenting and Targeting B2B Customer
- Managing Customer Value
- Understanding Customer Pain and Gain
- Managing Customer Value
- Our Value Offering

Day 2

- B2B Brand Strategy
- Branding and lead generation
- Relationship Marketing
- Key Account Management

Learning Methods

- Short lecturing
- Concept application
- Workshop
- Group discussions

Participants

This program is designed for those of you who do business with other companies, governments and non-profit institutions.

Consultant



RUBY HERMANTO

Ruby has core expertise in Brand Management and Marketing Communication. He has experience in overseeing companywide strategy and execution of marketing communication, as well as Managing Research, Product Development, Budget Control and Business Planning. His current focus is Banking, Fast Moving Consumer Goods, and Telecommunication.

**Subject to availability*

Tuesday - Wednesday

08:30 - 16:00 WIB

8-9 October 2025

Investment

IDR 6.800.000,-

Subject to 11% VAT.

Early Bird:

- *Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement*
- *For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)*