



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Key Account Management

Manage Critical Accounts with Confidence



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## PROGRAM OVERVIEW

In today's competitive marketplace, long-term business success hinges on the ability to retain and grow high-value customer relationships. For most companies, a small group of key accounts contributes a significant portion of total revenue—making it critical to invest in their continued satisfaction, success, and strategic alignment.

The Key Account Management program equips sales and commercial leaders with the mindset, tools, and frameworks needed to build authentic, trust-based relationships with top-tier clients. Unlike traditional sales approaches, key account management focuses on strategic partnership, value co-creation, and long-term collaboration—not just closing deals.

Through interactive sessions and case-based learning, participants will master essential skills in stakeholder engagement, customer value mapping, strategic account planning, and brand portfolio selling. The program also explores how to embed a sales operating discipline across the organization to deliver sustainable growth.

Participants will learn from industry experts and practitioners who will share best practices and real-world insights into managing enterprise-level accounts and driving commercial excellence.

## PROGRAM OBJECTIVES

At the end of the program, participants will be able to:

1. Design and implement strategic key account management programs that drive long-term growth and partnership.
2. Execute effective sales operations and joint business planning with top accounts.
3. Apply key principles of channel marketing and customer engagement to maximize account value.
4. Lead cross-functional teams and manage stakeholder collaboration for sales success.



## FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management  
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus  
123 Paseo de Roxas, Makati City Philippines 1229  
[SEELL@aim.edu](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)

## PROGRAM SCHEDULE

### LIVE ONLINE

September 4, 9, 11, 15, 18, 23, 25, 30 2025  
(5:30 PM to 9:00 PM)  
(GMT +08) On all dates

### FACE-TO-FACE | On-Campus

October 2 2025  
8:30 AM to 5:00 PM

## PROGRAM FEES

PHP 50,000 or USD 900\*

\*The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

Alumni status will be granted upon completion of the program

## YOUR PROGRAM FACULTY



**Marju P. Geslani**

Program Director

Asian Institute of Management

To find out how you can participate,  
contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit  
<https://go.aim.edu/seellinquiries>



## LEARNING CONTENT

### Day 1

Understanding  
The FMCG  
Retail  
Landscape

### Day 2

Key Account  
Management  
Concept

### Day 3

Demand  
Forecasting /  
Supply  
Planning

### Day 4

Understanding  
Market Trends

### Day 5

GTM  
Development

### Day 6

Key Account  
Management  
Programs 1

### Day 7

Key Account  
Management  
Programs 2

### Day 8

Sales  
Promotions  
Management

### Day 9

Sales Strategy  
Development

### Day 10

Shopper  
Loyalty  
Programs



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## KEY BENEFITS

**High-Impact Learning with Industry Experts** – Participate in dynamic sessions led by seasoned faculty and professionals who bring real-world experience in sales operations, category planning, and account strategy.

**Strategic Key Account Planning and Execution** – Learn to design and implement strategic key account plans, drive effective sales promotions, and manage budgets that align with your company's growth priorities.

**Advanced Forecasting and Portfolio Management Tools** – Build and apply forecasting models, optimize SKU portfolios, and enhance planning accuracy to support primary sales performance across top accounts.

**Customer-Centric Category and Channel Strategies** – Gain deeper insight into channel business planning, category management, and shopper loyalty initiatives to strengthen long-term partnerships with key customers.

## WHO SHOULD ATTEND

This program is ideal for Key Account Managers, Sales Managers, Category Managers, Trade Marketing Managers, Brand Managers, and other professionals involved in sales and marketing strategy, execution, or operations. It is especially valuable for those stepping into leadership roles or expanding their commercial responsibilities.

Entrepreneurs, start-up founders, and business owners looking to sharpen their marketing and sales planning capabilities will also benefit from the program's practical approach to building strategic and customer-centric commercial plans.

## Your Program Faculty



**Marju P. Geslani**

Adjunct Faculty  
Asian Institute of Management

Marju Geslani is the Customer Marketing Group Head at NutriAsia Inc., bringing with him deep expertise in sales strategy, brand management, and people development. With a solid foundation from his previous leadership roles at Procter & Gamble, Marju has led initiatives in developing integrated marketing strategies, managing the full marketing mix, overseeing agency and distributor partnerships, and driving commercial operations for the professional business in the Philippines.

In addition to his corporate experience, Marju has taught Strategic Management and Business Psychology at De La Salle University – Dasmariñas. He holds a degree in Business Management and Entrepreneurship and earned his MBA from San Beda University.



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## Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and, ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants **two (2) units** which can be credited to the following:

- Postgraduate Certificate in Sales Management

*\*Postgraduate Certificates require five (5) units earned within two (2) years.*

- Participants will also earn **two (2) units** which can be credited to the Post-Graduate Diploma in Management.

*\*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.*

### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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