



CERTIFICATE COURSE ON  
**SALES AND ACCOUNT  
MANAGEMENT**

**銷售及客戶管理證書課程**

8 December 2010 - 23 February 2011

商界展關懷  
caringcompany  
Awarded by The Hong Kong Council of Social Service 2008-10  
嘉利社服務利職新發展

**HK** THE HONG KONG  
**MA** MANAGEMENT ASSOCIATION



伴你成長五十年  
Your Learning Partner for 50 Years

## CONTENTS

1. **THE FRAMEWORK OF MODERN SALES AND ACCOUNT MANAGEMENT**  
(現代銷售及客戶管理框架)
  - The Value-based approach
  - Integration between sales and marketing strategy
  - Sales management and control mechanism
  - Building relationship through account servicing
2. **MODERN SELLING APPROACH**  
(現代銷售的方式)
  - Consultative selling
  - Customer Relationship Management
  - Integration of customer relations and sales techniques
3. **THE SALES PROCESS**  
(銷售的流程)
  - Getting prepared
  - Approaching the customers
  - Sales presentation and handling objections
  - Closing the deal
4. **KEY ACCOUNT MANAGEMENT**  
(重要顧客管理)
  - What is Key Account Management
  - Managing corporate key accounts
  - Building key account management system
5. **LEADING THE SALES AND ACCOUNT TEAM**  
(如何領導銷售及客戶團隊)
  - Creating effective sales strategies
  - Build up the sales organization
  - Coordination of Selling and Marketing Activities
6. **CREATING A SALES PLAN**  
(編寫銷售計劃)
  - Select different kind of salesperson
  - Identify sales targets
  - Control the sales expenses
7. **SALES INCENTIVE AND REMUNERATION**  
(銷售人員的獎勵及薪金制度)
  - Team work in sales management
  - The importance of sales incentive
  - Turning sales target into result
8. **SETTING GOALS**  
(訂定銷售目標)
  - Principles of setting targets
  - Performance evaluation
  - Improving sales performance
  - Measurement for key account performance
9. **SALES INTEGRATION**  
(銷售整合)
  - Coordinate with other departments for result
  - Marketing research and corporate communication
  - Customer service and relationship asset management
  - Capitalizing on key accounts
10. **SELLING CHAIN MANAGEMENT**  
(銷售鏈管理)
  - Concept of Selling Chain Management
  - Applications of SCM System
  - Use of electronic tools
  - Establish decision support systems

## LECTURER

### Mr Dexter Cheng MBA MSc NLP Senior Practitioner

Mr Dexter Cheng, a Managing Consultant, has been providing consultancy and training services for multinational corporations in the areas of marketing, retail, sales, negotiation, leadership, team building, communication, customer services, change management, creative thinking and executive coaching in Hong Kong, Mainland China, Taiwan, Macau, Korea and Thailand. He is most willing to share his valuable experience with participants so that they may come up with practical solutions to their actual daily work problem.

A guest speaker will also be invited to share his knowledge and experience with students.

## ENQUIRIES

For enrolment and general enquiries, please contact Customer Service Department on 2774-8501 or via fax 2774-8503. For course details, please call Ms Candy Ho on 2774-8554; or visit the HKMA website: [certificate.hkma.org.hk](http://certificate.hkma.org.hk).

# CERTIFICATE COURSE ON SALES AND ACCOUNT MANAGEMENT

## DESIGNED FOR

The course is designed for sales supervisors and managers as well as sales executives who intend to pursue their career in the field of sales and account management.



## INTRODUCTION

In a knowledge economy, new management skills are required in the sales industry which have to be aligned with electronic processes and systems. These techniques include a comprehensive understanding of how the market works, the operation of a total selling system, e-Business procedures, the importance of selling intangibles such as concepts and services to clients, customer relationship management etc. This course is designed to provide a solid foundation on modern sales management in equipping sales professionals to face the challenge in the 21<sup>st</sup> century.

## OBJECTIVES

- To provide a thorough understanding of various components in modern sales management
- To increase the awareness of the role of customer relations in the sales process
- To explain the techniques in selling intangible products
- To establish a framework for modern sales management

本課程的主要目的在於裝備銷售專業人員，使他們對現代銷售管理掌握堅固的基礎

完成這個課程的學員將可：

- 對現代銷售管理有深入的理解
- 加強對客戶關係的意識
- 學習銷售無形產品方面的技術
- 建立現代銷售管理的框架。

## REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

**Institution Code: 300 CEF Course Code: 21C03432-0**

This programme is included to be reimbursable under the Continuing Education Fund (CEF). Upon successful completion of this programme, eligible participants will be reimbursed 80% of the course fee or \$10,000, whichever is lower.

Interested applicants must be Hong Kong residents aged 18 to 65, and must submit the completed and certified application form, together with a photocopy of the HKID card directly to the CEF Office before the commencement date of the course. For details, please visit the website: [www.sfaa.gov.hk/cef/](http://www.sfaa.gov.hk/cef/) or call the enquiry hotline: 3142 2277.

## LANGUAGE MEDIUM

Cantonese (supplemented with English)  
Course manuals will be in English

## DATES AND TIME

Wednesday  
8, 15, 29 December 2010;  
5, 12, 19, 26 January;  
9, 16, 23 February 2011  
7:00 pm - 10:00 pm  
(Please note that No class will be held on  
22 December 2010)

## VENUE

HKMA Li Ka-shing College of Professional &  
Continuing Education  
8 Hoi Wang Road  
Mongkok (West)  
KOWLOON

## AWARD OF CERTIFICATE

A participant who has:

1. maintained a minimum of 70% overall attendance of total lecture hours; and
2. passed the mid-term exercise; and
3. passed the final project

will be awarded a "Certificate in Sales and Account Management".

## FEE

Member: HK\$1,425 x 2 instalments = HK\$2,850  
Non-member: HK\$1,525 x 2 instalments = HK\$3,050  
Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme (i.e. **3 December**) and the second instalment on or before **19 January 2011**. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.

**CERTIFICATE COURSE ON SALES AND ACCOUNT MANAGEMENT**

銷售及客戶管理證書課程 CB-80036-2010-3-L 8 December 2010 - 23 February 2011

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**21C03432-0****ENROLMENT FORM***\*Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given. The Association will issue certificates based on the details and name format as given in this form.*Name (Mr/Ms) \_\_\_\_\_ 姓名: \_\_\_\_\_  
(Surname) (Other Names) (中文)

HKID Card No.: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Nature of Business (e.g. Toy Manufacturing), please specify: \_\_\_\_\_

Job Responsibilities: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ Mobile: \_\_\_\_\_

Fax No. (Office/Home): \_\_\_\_\_ E-mail: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Education Level:  Master or above  Bachelor  HKMA Diploma  Other Diploma  
 Matriculation  Secondary  Others (Please specify) \_\_\_\_\_

Total Number of Years' Working Experience \_\_\_\_\_ Years of Working Experience in Course-Related Field \_\_\_\_\_

Name &amp; Title of Nominator (if applicable): \_\_\_\_\_

Nominator email/address: \_\_\_\_\_

Sponsorship:  Self-sponsored  Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)*Our company undertakes to pay the course fee for the above applicant*

Name of Contact Person \_\_\_\_\_

Position \_\_\_\_\_

Telephone No. \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Company Chop and Date: \_\_\_\_\_

From where did you **FIRST** learn about this Programme?

- Email from HKMA  Email from other (Please specify): \_\_\_\_\_
- HKMA Website  Website Advertisement (Please specify): \_\_\_\_\_
- Direct Mailing  Newspaper (Please specify): \_\_\_\_\_
- MTR Station \_\_\_\_\_  Exhibition (Please specify) \_\_\_\_\_

I understand that all handout materials obtained in class are strictly for my own educational purposes. **OINA**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

- This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to: Director General, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcomed. Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme and the following instalment(s) according to the payment schedule. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.
- Applications, upon payment, will be processed on a first-come first-served basis.
- Before classes/examinations commence, if the Observatory announces that Typhoon Signal No.8 or above/Black Rainstorm Warning is in force; or Typhoon Signal No. 8 or above will be hoisted within 2 hours, no classes/examinations will be held. Replacement classes and remedial examinations will be arranged. (All classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am; 2:00 pm classes and examinations thereafter will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 12:00 noon; 6:00 pm classes and examinations thereafter will be held as scheduled if it is lowered at or before 4:00 pm.)
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice. For course details, please contact Ms Candy Ho on 2774-8554. Website: WWW.HKMA.ORG.HK
- Personal data will be used for the purposes of market research, programme development and direct mailing.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.