



## SOME REFERENCES: Key Account Management (KAM)

### Ian Rheeder: Chartered Marketer (SA), MSc. (cum laude)

As Marketing and Sales Director of the international zipper giant YKK, Ian practised key account management at a global level. In 2005 he went on his own as a KAM trainer and consultant. Since 2007, he has been part-time faculty at the number one business school in Africa, The Gordon Institute of Business Science (GIBS has consistently been rated the top business school in Africa, [www.gibs.co.za](http://www.gibs.co.za)).

Some of the big companies Ian has trained and/or consulted to are: Mercedes (Daimler), BP, Sasol, Engen, Pfizer, Novo Nordisk, British American Tobacco (BAT), Goldman Sachs, Reckitt Benckiser, Sara Lee, Unilever, Johnson & Johnson, Coca-Cola, Citibank and dozens of other leaders in their industry like Distell (alcohol), Tiger Brands (FMCG), Magotteaux (mining), and most of the big banks in Southern Africa (e.g. FNB, Nedbank, ABSA, Banc ABC).

2-days Key Accounts Management (KAMsa)	Learner
10/10 for Ian's <b>knowledge, facilitation &amp; presentation</b> skills.	Ruth Hulatt, National Sales Manager, Sun International, May 2008
10/10: Ian presented very well and made it interesting by including many of his own examples. I found the KAM Plan very important to my role.	Cobus Visagie, Regional KAM, Massbuild, 071 351 1947, <a href="mailto:cobus.visagie@builders.co.za">cobus.visagie@builders.co.za</a>
10/10: this training should take place before you start your job as a KAM. I found Blue Ocean Strategies the most interesting.	Kobus de Jager, Regional KAM, Massbuild, 072 573 3860
10/10: This training has addressed almost every aspect of KAM. Much needed course for every KAM. It taught me how to sustain an advantage.	Karabo Rapodile, KAM, Massbuild, 082 482 6054, <a href="mailto:karabo.rapodile@builders.co.za">karabo.rapodile@builders.co.za</a>
10/10: One of the best training courses I have been on in my 6-years at Massbuild. I enjoyed the section on asking the right questions & planning. Easy to grasp and implement. Previously I did the <i>Miller Heiman</i> Sales training which was a waste of money; it was not only impossible to implement, but we also lost some of our top salespeople because of the complicated and time wasting methods.	Quintin Olivier, KAM, Massbuild, 082 5607600, <a href="mailto:quintin.olivier@builders.co.za">quintin.olivier@builders.co.za</a> 03 May 2017
10/10: Extremely well presented. Complete class engagement. Excellent general	Zunaid Habib, Regional KAM,

knowledge linked with subject. Planning tools are key.	Massbuild, 082 893 3503
10/10. Very informative and interesting. Applicable to our day-to-day business. Learnt new ideas and ways to innovate (Blue Ocean Strategy)	Tanweer, Farooqui, Shoreline Beverages (Pepsi), Regional Sales Manager,
10/10. The content aligns perfectly with my role. I enjoyed the Strat-maps and the engaging discussions. Ian is an expert on KAM and facilitates in an expert manner. The course equipped me with the necessary tools and expertise required.	Michelle Jean-Louis, Business Development Manager, VWV, 083 2677292 (Aug, 2015)
10/10. <b>In depth knowledge</b> on the subject matter. Years of experience coming into practice.	Johanness Dlamini, Capacity Outsourcing
10/10, Very good/sound sales & marketing base for this programme. Yes, will be able to apply this knowledge. My KAMs need to raise the bar regarding their interaction and negotiations. <b>I believe that applying the knowledge learned will do just that.</b> Well done.	Nantha Moodley, Distell, Sales Manager, 2008 NMoodley@distell.co.za
10/10. Extremely factual & informative presentation, <b>presentation skills &amp; explaining in a simple way was brilliant.</b> Yes, will be able to implement, with the presentation slides (PowerPoint plan) we will be able to drill down into the KA & implement strategies.	Distell, Key Account Manager, 2008
10/10. Ian's knowledge was excellent, he has had many Clients. <b>Very relevant.</b>	Morne Swanepoel, National Brands
10/10. <b>Excellent interactions</b> , well prepared, attention to detail. Knowledge was outstanding.	Wilna van Dyk, AVI
9/10. Was great to meet someone who is so <b>eager to share knowledge.</b>	Medelein Boshoff, Acorn Products
9/10. Ian spoke eloquently & was concise. Insightful & relevant. <b>Practical tools.</b>	Tina Magondo, Media 24
10/10. He definitely knows what he's talking about. There are <b>many points that I will be implementing.</b>	Marieta v Jaarsvelt, M-Tec
10/10. Ability to keep the delegates engrossed & involved through interaction. Able to answer & elaborate on questions. <b>Info was key</b> & relevant to adding value to my KAs.	Josephine Orac, Titan IT
10/10. Ian is dynamic & self-assured. He is also generous with his knowledge. He's like an encyclopaedia! Will <b>definitely be able to implement the knowledge.</b>	Nova Olivier, iNova Pharmaceuticals
9/10. Ian was well prepared and able to answer questions. He brought in issues from many industries. Can apply in the workplace.	George Hove, Murray & Roberts
10/10. Very entertaining & held my attention. Ian <b>knows his stuff.</b>	Tracey Schmidt, Sun International
10/10. I need to congratulate <b>you on the perfect, simplified course.</b>	Neo Scheepers, <a href="mailto:Neo.Scheepers@transnet.net">Neo.Scheepers@transnet.net</a>
10/10. Well prepared, good research. <b>Years of experience.</b>	Paul van Vuuren, Mondi, <a href="mailto:paul.vanvuuren@mondigroup.com">paul.vanvuuren@mondigroup.com</a>
9/10. <b>Very interactive, non-threatening, thorough.</b>	Marie-Antoinette Daniels, Creative Off Sol
10/10. Well organised. Knew exactly what he was doing. Very passionate about what he does. The knowledge I gained will go a very long way. I've had time to go through the manual on my own and <b>I cannot tell you how empowered I feel right now.</b>	Babalwa Ndunge, Lexus Nexis Publishers, <a href="mailto:Babalwa.Ndunge@lexisnexis.co.za">Babalwa.Ndunge@lexisnexis.co.za</a> Key Account Consultant
10/10. Ian is very experienced. Can relate theory to practise quite easily. He gave numerous examples when illustrating models. These KAM models are useful corporate wide. <b>Of all my training, this is the first time I got more than I bargained for.</b> Once again, thank you, you have made us champions (consultants in the making).	Lovemore Mushanyanyama, Amatola Water, MBA University KZN, <a href="mailto:lmushanyanyama@gmail.com">lmushanyanyama@gmail.com</a>
10/10. Extremely well presented. Ian is extremely knowledgeable in all matters pertaining to business. <b>I learnt a great deal.</b>	Jonathan Hudson. Always Active Technologies, <a href="mailto:jon@aat.co.za">jon@aat.co.za</a>
9/10. Ian was confident, <b>well read &amp; professional.</b>	Yaseem Karreem, Mondi
9/10. Very professional & informative. Gave <b>good practical examples</b> of the	Betsy Fraser, Liberty Life

business industry.	
10/10. He was very lively and gave practical examples; the kind you won't forget.	Phyllis M, Pension Trust
10/10. Excellent! Very energetic, passionate, motivating and inspiring. Like to have him more often for training.	Pete Zimba, Parmalat
10/10. Amazing way of putting things across.	Marian Mnlube, Nat Building Society, Zambia
10/10. Warm with a great sense of humour. Very knowledgeable and encouraging. Simply awesome!!! I now have a plan that will guide me.	Theresa N, Toyota
10/10. Has an all round knowledge of topic, which made it enjoyable and informative. Would love to have him back to do more training.	Lameck Nyalungwe, Zambia Electricity
10/10 The best facilitator I've witnessed. Very knowledgeable on KAM. I have benefited and will be able to apply the exercises in the workplace.	Steven Crous, Arch Chemicals, tel: 039 6826019
I have gained more than expected as a sales consultant, the information elevated my perception to a managerial position.	Afrisam Cement Programme Co-Ordinator: Lindy Losper - 079 888 6474
10/10: The trainer is hugely knowledgeable, and the course far exceeded my expectations. Would recommend this course to any key account manager.	Bame Modimagale, SAB-Miller, (ABI), Account Manager, bame.modimagale@za.sabmiller.com

<b>Pharmaceutical, 2-days Key Accounts Management (KAMsa)</b>	<b>Learner</b>
10/10 Impact: A clear KAM strategy and plan, and an innovative way to apply KAM management Best take out: Objective setting, Feasibility study	Nothemba, KAM 0726375084
10/10: How to understand customer's mindset, how to do customer analysis, how to focus sales personnel, how to structure objectives,	Rennie Naidoo, 083 379 1205 Head of Biopharm BU, Novo Nordisk
10/10: Highlights were, stakeholder engagement, PESTGEL, I have realised that I do not know a lot about my KA. Ian's knowledge 11/10.	Piletso Maniza, Product Manager, 083 255 8299, Novo
10/10: Awesome -- keep up the great training, I can now develop KA plans, focus on opportunities, and increase relational selling, I was not focusing on objectives before	Allison Brown, Senior Product Specialist, 083 255 8303, Novo Nordisk
Awesome, never a dull moment. May 2015	Tian Badenhorst, Grohe Taps
10/10: Relevant, useful and achieved my objectives of attending. Ian's training brought a wealth of information and structure to my job. Besides the strategy, loved personality profiling and body language.	Jenny Rubridge, Fresenius Kabi, Medical Sales Consultant, jenny.r@telkomsa.net, 083 3864042
10/10: Learnt SO much and changes my way of thinking completely. Fantastic training style. Loved Ian's knowledge and all the examples. Extremely professional and interactive presentation style. Went beyond my expectations of achieving course objectives.	Mrs Zahn Tradoux, KAM, Fresenius Kabi, zahn.tredoux@fresenius-kabi.co.za, 083 3866397

"Out of the 11 speakers at the international marketing conference, Ian won best speaker. Normally a speaker receives a few below average scores, but out of the 1,100 delegates there was not one. That's extraordinary." Sepehr Tarverdian, International Conference Organiser, sepehr@sepehrspeaks.com

"Out of 20 speakers at the Quality Managers Conference (2012), Ian not only won the best speaker award, but also broke the record score for a speaker in Iran." Alan Ayers, alan@speakersinc.co.za

"I have just completed my conference feedback list and of the 90 forms received 86 said they absolutely loved your session at the conference." (Nedbank, Sales Conference, Feb 2009)

"Thank you that you presented at our conference at CSIR on Monday. I believe that your session was a huge success. We look forward in working with you again in the near future." (ABSA Bank, 150 consultants, 16 March 2011)

Ian, what a treat to work with you and get an insight into your thinking and talents. You will be recommended time and time again. So enjoyed the process and am thrilled that everyone is happy with the outcome. Nicola M Tyler, Business Results Group, [nicola@brg.co.za](mailto:nicola@brg.co.za)

"I have attended many seminars, training sessions, motivational talks, lectures and conferences during my career but none have been as awe-inspiring as your Marketing talk." Tony Tsuen, [TonyT@Etana.co.za](mailto:TonyT@Etana.co.za)

"Your talk was absolutely priceless, and thought provoking to hear how you make marketing so practical, the way it should be, and left out the fluff that marketers so often get caught up in." (Tina Gouws, [phinkrat@yahoo.com](mailto:phinkrat@yahoo.com), +27 (0) 82 319 3810, Sep 2011)



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### List of publications by Ian Rheeder:

#### Marketing Articles:

(*Strategic Marketing* is SA's Marketing Journal):

1. PESTI Takes Centre Stage: Macro marketing environment. *Journal of Marketing, SA*. 2004. Vol 10 No.5. p.47.
2. Core Purpose: How to grasp the bigger picture. *Journal of Marketing*. 2005. Vol 11 No.4. p.48.
3. Curse of The Unique Selling Proposition. *MarketingMix*. 2006. Vol 24 No. 9/10.
4. Customer Experience Management (CEM). *MarketingMix*. 2006. Vol 25 No. 1/2.
5. Recession-exploiting Strategies. *Journal of Marketing, SA*. Aug/Sep 2008. p.17.
6. Recession-proof Marketing Strategies. *The Marketing Journal of SA*, Jan 2009. p.16.
7. Why Businesses Fail. *Your Business*. Oct/Nov 2014. p.54.
8. The Seven Deadly Marketing Sins. *Your Business*. January 2015. p.80 - 82.

## **Sales Articles**

1. Selling The Unique: Correctly Using Features, Advantages & Benefits (FABs). *Strategic Marketing*. Issue 7, Nov/Dec 2009
2. Art of The Deal: High Level Negotiation Skills. *Strategic Marketing*. Issue, Feb 2010.

## **Sales Management Articles**

1. Rheeder, I. (2006). Success Explained. Success boils down to three things. *Journal of Marketing*, SA. Oct/Nov 2006. p.52.
2. Rheeder, I. (2009). Downturn Sales Management: At the Sharp End. *Strategic Marketing*. Issue 3, 2009, p.48 - 49.
3. Rheeder, I. (2009). Not the Shortcut to Sales Success. Published on The Marketingweb: July/Aug, 2009
4. Rheeder, I. (2009). Setting Sales Quotas. *Strategic Marketing*. Issue 5, 2009. p.20.
5. Rheeder, I. (2009). Money and Motivation: Remunerating Sales People. *Strategic Marketing*. Issue 6, Sep/Oct 2009. p.52.
6. Rheeder, I. (2010). Developing The Sales Plan. Grow Your Business using the Ansoff Growth Matrix. *Strategic Marketing*. Issue 4, 2010. p.40.
7. Rheeder, I. (2015). The Seven Deadly Marketing Sins (And the solutions). *Your Business*. January 2015. p.80 - 82.
8. Rheeder, I. (2012). The Neuroscience of Leadership. *Leadership Magazine*. Edition 328. July 2012. p.50-52.