

# **Rukmini Devi Institute of Advanced Studies**

**Madhuban Chowk, Rohini, Delhi-110085**

**(Approved By AICTE &Affiliated With GGSIP University)**

## **DOSSIER**

*On*

**Guest Lecture**

**On**

**“Key Accounts Management”**

**On**

**April 18, 2017**



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## **FORM A**

### **Proposal:**

- **Name of the event to be organized:** Guest Lecture on “Key Accounts Management”
- **Date:** April 18, 2017
- **Time:** 12:50 PM – 01:50 PM
- **Venue:** Lecture Theater, RDIAS
- **Motivation for the activity:** The Guest Lecture was conducted to acquaint the students with the basics of Key Account Management like Maintain customer relation, consistent high revenue, Value Based Selling and Sales performance etc.
- **Resource Person:** Mr. Gautam Srivastava
- **Organized by:** Department of Management Studies, RDIAS

## **FORM B**

### **Part 1**

#### **Aim of the event:**

In today's environment, hoarding knowledge ultimately erodes power. If we know something very important, the way to get power is by actually sharing it. A Lecture is an occasion when we can numb one end to benefit the other. The objective of the institute of making the students not only academically brilliant, but also aiming to make them true leaders and better team players is well achieved through such Guest Lectures.

### **Part 2**

#### **Abstract:**

Mr. Gautam Srivasatava, is a management professional and research scholar in Amity University with 25years of experience across diverse industries and various functional areas. He has been managing revenue of leading office automation & print media company & also worked in the field of Sales Management, Operations, and Customer Service & Strategy.

His area of interest includes: Self-leadership Strategies, Salesperson's selling behaviors, Value Based Selling and Sales performance. Sir has extensively contributed to knowledge arena through his research papers & publications.

Apart from business qualification Sir, has also designed and delivered training programs for Soft Skills, SPANCO process, Key Account Management at DNA and HT. Sir, has also been associated as a member of the core team for Wall Street Journal training in Hong Kong as part of the launch of Mint newspaper.

Sir, started the lecture by enlightening the audience on the history of print media & project growth rate in Indian advertising company in 2016-2017 near about 13.5%. He also discussed the historical back ground of Southern India print media company.

Sir in his lecture, elaborated about how to use key accounts management to achieve consistent high revenue, adopt strategic business revenue approach, and gain customer loyalty. Sir, also discussed about the concept of Key strategy and how to make it use with professional approach, language, communication, customer loyalty and commitment of customer.

The speaker also mentioned the key strategy leading newspaper as Hindustan and not Hindustan Times and Times of India. He also discussed about the case studies of 'Vival Malyalam' newspaper and how it got its name in 'Limca book of records'.

Sir, in his lecture also explained the right sources of key account management along with the positive and negative aspects of each of the sources. The facilitator in his lecture also focused upon the impact of competition on the Digital marketing and the importance of time for the success of the organization. The session ended with the question and answer round which was interactive and informative.

### **Part 3**

#### **Conclusion**

Attending the session was not just educative and informative, but also an exposure for our young students who are professional for tomorrow. It helped the students understand the history, present and future of Key Accounts management, and how they can make strategy for the same. Such lectures play significant role in shaping careers and making of correct choices. The fruitfulness of the activity was visible by the fact that the students were already looking forward to attend more such sessions.

## Snapshots of the Lecture-



Presentation of bouquet by MBA Course Coordinator, Dr. Pooja Bahl...!!!



Student Anchors introducing the guest ...!!!



Students and Faculty in the Guest Lecture...!!!



Presentation of Memento by the BBA Course Coordinator, Dr. Smita Mishra to the Guest Speaker of the Day...!!!