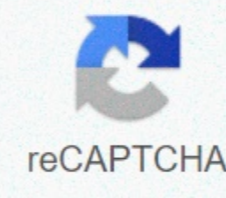




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Braves a list account manager

The agency likes to express me creatively. Clients like to express their love of brand. To lead these two subjects with an out of control index, people need to be not only skillful, but also tough and assertive. Nguyen Ha Vin - Group General Manager of Methane Vietnam has confirmed the most important thing of the account: to be able to lead both clients and distributors, you must first have your own perspective. Vin, who served as a special speaker at Career Compass at AYAM Academy on July 1, 2017, stood up from account executives for more than 20 years and shared his most passionate experience to help young people manage client-agency relationships most effectively. Account management is responsible for internal coordination and representing the face of the agency when working with clients, said Dieu Anh, CEO of AIM Academy. In recent years, the occupation of the account has been an attractive vacancy and attracts many young people who want to start a dynamic agency environment. You can grow from an Account Executive (AE) position to Account Manager (AM) and Account Director (AD). Did this seminar attract the participation of young people who love how to proceed from account executives? Looking back on his journey from zero to hero, Mr. Vin concluded five decisive moments. These are also five expensive lessons for young people pursuing a career in accounts. #1: The first milestone to understand the brand challenges is six months of living with clients to learn about the just wet Marlboro tobacco brand at Leo Burnett. When Vin presented the agency's ideas, he saw the pressure of the brand manager for the first time and understood more clearly that it was difficult to talk directly to sales. Compared to sitting at the agency, the time with the client helped him see the deep challenges inside. As a result, his annual media plan Even though he himself has never smoked, he understands and appreciates the Marlboro brand with the proposed POS solution! #2: An effective crisis to resolve the crisis is not only an obsessive of marketers, but also a related consideration. When the loss from a crisis can reach billions, no one can stand the anger of the client. The promotional program Join the Tiger 9X Club (2001), which was not able to win the linguistic words printed under the bottle cap, is a big scandal for Tiger Beer, but it is a very valuable lesson in Mr. Vin's life. Within six hours of discussion together, the team chose the solution I sincerely apologize for the sorry ad that has been running continuously for 10 days. As a result, the promotion still meets the client's goals despite the crisis. #3: The next milestone to mark his upgrade making groundbreaking value is a six-month training trip in Sydney, Australia. Virh has brought a strategic activation experience to Vietnam to apply for the Tiger Crystal Journey campaign. Journey to experience the cold space -1 Celsius has brought success to the campaign and met Leo Burnett's new skills development needs. Vin said: I need to identify the value of growing a business, not a 'reputation' when working abroad. That's why he decided to go back to Vietnam a month ago to create a breakthrough invigorating, he said. #4: Listen to me inside for the occupation of the account, presentation skills are an essential requirement. Virh himself needs to devote himself to daily training so that he can confidently present ideas and convince clients. To prepare to present to the judges of the Asian Games at the 2012 event Tiger Blue Christmas (2012), we practiced talking 20 times in front of the mirror in the toilet. This is one of the great events he went before leaving Leo Burnett to mark his move to integration. Do You need to know that you are not only responsible for your relationship with the customer, but also claim yourself by prize. When you listen to your inner self, you are no longer willing to limit yourself and hone your skills to make opportunities for future progress. #5: The last milestone ready to develop in all the fronts is the event that makes him proudest himself during his 20 years of marketing and communication: The Champions League Heineken. This is Vin's favorite project, which has many challenges when hosting a series of major events in four cities in a row for four consecutive days. Again, he confirmed that the strength of the team is an important factor contributing to the success of the event. When you're ready to pioneer all the fronts, you need to know how to control individuals so that they can best complete tasks. The most important thing is always how people and all members can complete tasks in the best way possible, Virh said of his journey from an account executive standpoint to a management rank. A good account will manage creative relationships with clients according to his strategy, not spoil any party. In his journey as an account he sees himself as an account rather than a creative, deliberate and productive combination. Career accounts and questions do not know who to ask after Mr. Vin's passionate sharing, but many arms of young people stood up to find answers to their concerns about the account's occupation. 1. How do I fund an agency project? Second, attend their events to learn carefully about the main objectives and concepts of the program they are trying to implement and experience them personally. Third, present ideas related to programs that can achieve their goals, and prepare detailed proposals to propose agreements that are beneficial to both parties. 2. If the creative can't solve the client's challenge, what should I do? Forever so that many accounts have to have a headache. Vin humorously compared: Creative and account is like a couple. Having a healthy child needs two people's efforts. Create opportunities for creatives to learn business challenges - business challenges on real trips, participate in joint meetings with clients. Virh didn't hesitate to answer participant 3 questions. How to deal with annoying clients? For annoying clients, you need to learn to love your brand instead of paying too much attention to the unfortunate experience in everyday communication. Think of this as a challenge for yourself that the biggest reward is the result of work after overcoming negative emotions. 4. What if the client needs more ideas? Vinh said preparing many options is also a way to detect waves for clients. In a hurry to kill ideas creative like Ninja, it's easy to eventually lead to conflict, and when a client asks, Do you have any other ideas?, you can waste your backup ideas. 5. Is there a way to reject a client without losing their mind? In particular, if your team is overloaded, find a way to relocate and don't spoil the client too much to set a new example. In today's competitive market, many agencies dump or accept to offer free services to attract customers. However, the account should state the free cost of the service in the price list to thank the customer for more team achievements. 6. Do I need to choose a local or global agency? With the pressures of Vietnamese management and the appeal of an international working environment, many young people wonder between the two options, local and global. Vin is under pressure to lead the team. A local agency is an opportunity to practice management skills. If you can learn how to work professionally in a global agency's macro marketing campaigns, local agencies can help you experience practical thinking in micromarketing. Depending on your current goals, we want to make more learning or experience and make the most appropriate decisions. When the seminar was closed, Vin stressed that he would not forget human factors, not because of the label Global. There are local agencies that gather very good people and magnificently acquire global agencies. When Vint decided to move from Leo Burnett to Methane Vietnam in 2013, Vin also had to make many options to choose the opportunity to change after 17 years at a major global agency. And if you're always ready to face new challenges, you can move fully from an account executive standpoint to a senior management position. Training environments such as AIM Academy are also a good choice for your own development. Career Compass aims to find solutions to its difficulties in a series of career seminars organized by Aim Academy dedicated to marketing and communication. Do you want to delve deeper into marketing & communication in preparation for your future career path? Sharp.