



# DIPLOMA

TO

*Mazen Zayat*

who has participated in the programme

*Procurement Understanding & Negotiation*

The objective of the programme is to:

Improve our ability to understand, manage and add value to our customers' procurement personnel. Improve our understanding of effective negotiation practice when dealing with our customers' procurement/strategic supplier management groups.

This three day programme is jointly run by  
Tetra Pak Academy  
and Cranfield University

*September 2014*

A handwritten signature in blue ink, appearing to read "Ralph Hägg", is positioned above a horizontal line.

Ralph Hägg  
Vice President, Tetra Pak Academy

# DIPLOMA

TO

*Mazen Zayat*

who has participated in the e-learning scenario

## KEY ACCOUNT MANAGEMENT – Commercial Practices

The purpose of this programme is to create confidence in relationships with customers and the internal organisation among KA team members.

The programme is provided by Sales Management, Global Learning & Organisational Development and LINE Communications.

*Tuesday, 7 August 2012*



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*Henrik Hauggaard*  
Vice President, Sales Management  
Commercial Operations



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Matts Larsson  
Director Global Training  
Global Learning & Organisational Development



# DIPLOMA

TO

*Mazen Zayat*

who has participated in the e-learning scenario

## KEY ACCOUNT MANAGEMENT – Environment

The purpose of this programme is to create confidence in relationships with customers and the internal organisation among KA team members.

The programme is provided by Sales Management, Global Learning & Organisational Development and LINE Communications.

*Friday, 3 August 2012*



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*Henrik Hauggaard*  
Vice President, Sales Management  
Commercial Operations



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Matts Larsson  
Director Global Training  
Global Learning & Organisational Development



# DIPLOMA

TO

*Mazen Zayat*

who has participated in the e-learning scenario

## KEY ACCOUNT MANAGEMENT – Competitor Intelligence in Account Plans

The purpose of this programme is to create confidence in relationships with customers and the internal organisation among KA team members.

The programme is provided by Sales Management, Global Learning & Organisational Development and LINE Communications.

*Tuesday, 12 March 2013*



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*Henrik Hauggaard*  
Vice President, Sales Management  
Commercial Operations



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Matts Larsson  
Director Global Training  
Global Learning & Organisational Development



# DIPLOMA

TO

*Mazen Zayat*

who has participated in the e-learning programme

## KEY ACCOUNT MANAGEMENT

The purpose of this programme is to provide the basic knowledge and a common understanding of Key Account management principles, including roles and responsibilities of the KA team members, and explaining the processes and tools supporting the KA team.

The programme is provided by Sales Management, Global Learning & Organisational Development and LINE Communications.

*Wednesday, 17 April 2013*



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*Henrik Hauggaard*  
Vice President, Sales Management  
Commercial Operations



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Matts Larsson  
Director Global Training  
Global Learning & Organisational Development



# DIPLOMA

TO

*Mazen Zayat*

who has participated in the e-learning scenario

## KEY ACCOUNT MANAGEMENT – Key Account Management for Processing Systems

The purpose of this programme is to create confidence in relationships with customers and the internal organisation among KA team members.

The programme is provided by Sales Management, Global Learning & Organisational Development and LINE Communications.

*Tuesday, 12 March 2013*



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*Henrik Hauggaard*  
Vice President, Sales Management  
Commercial Operations



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Matts Larsson  
Director Global Training  
Global Learning & Organisational Development





# DIPLOMA

TO

*Mazen Zayat*

who has participated in the programme

*Procurement Understanding & Negotiation*

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Tetra Pak Academy  
and Cranfield University

*September 2014*

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Ralph Hägg  
Vice President, Tetra Pak Academy

# DIPLOMA

TO

*Mazen Zayat*

who has participated in the e-learning scenario

## KEY ACCOUNT MANAGEMENT – Retail Management

The purpose of this programme is to create confidence in relationships with customers and the internal organisation among KA team members.

The programme is provided by Sales Management, Global Learning & Organisational Development and LINE Communications.

*Friday, 3 August 2012*



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*Henrik Hauggaard*  
Vice President, Sales Management  
Commercial Operations



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Matts Larsson  
Director Global Training  
Global Learning & Organisational Development





# DIPLOMA

TO

*Mazen Zayat*

who has participated in the e-learning scenario

## KEY ACCOUNT MANAGEMENT – Service Portfolio

The purpose of this programme is to create confidence in relationships with customers and the internal organisation among KA team members.

The programme is provided by Sales Management, Global Learning & Organisational Development and LINE Communications.

*Monday, 6 August 2012*



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*Henrik Hauggaard*  
Vice President, Sales Management  
Commercial Operations



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Matts Larsson  
Director Global Training  
Global Learning & Organisational Development





# DIPLOMA

TO

*Mazen Zayat*

who has participated in the programme

*Value Selling*

The objective of the programme is to:  
Increase Value Selling skills to be able to use the Value Research,  
Toolset and Process confidently and effectively

This three day programme is jointly run by  
Tetra Pak Academy  
and Mercuri International

*June 2014*

A handwritten signature in blue ink, appearing to read "Ralph Hägg", is written over a thin horizontal line.

Ralph Hägg  
Vice President, Tetra Pak Academy

# DIPLOMA

TO

*Mazen Zayat*

who has participated in the e-learning scenario

## KEY ACCOUNT MANAGEMENT – Capital Equipment & Product Portfolio

The purpose of this programme is to create confidence in relationships with customers and the internal organisation among KA team members.

The programme is provided by Sales Management, Global Learning & Organisational Development and LINE Communications.

*Monday, 6 August 2012*



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*Henrik Hauggaard*  
Vice President, Sales Management  
Commercial Operations



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Matts Larsson  
Director Global Training  
Global Learning & Organisational Development

