

## STRATEGIC KEY ACCOUNT MANAGEMENT

“Maximizing Long-Term Value Through Trusted Client Partnerships and Strategic Engagement”

### Schedule

Date	Venue	Fees
02 - 06 Mar 2026	Dubai, UAE	USD 3495 per delegate
01 - 05 Jun 2026	London, UK	USD 3495 per delegate
04 - 08 Oct 2026	Doha, Qatar	USD 3495 per delegate

► Available delivery methods: Face-to-Face & Online Training

### Introduction

Key accounts are not just high-value clients—they are strategic partners essential to long-term growth and market positioning. Managing these relationships requires a sophisticated approach that goes beyond transactional selling. Strategic Key Account Management (KAM) focuses on nurturing trust, aligning value propositions with client goals, and driving mutual success.

This 5-day course equips professionals with the tools and frameworks to segment key accounts, build strategic account plans, manage multi-level relationships, and drive sustainable business growth. Through hands-on exercises and real-world case studies, participants will learn to lead and expand key accounts with confidence.

### Objectives

By the end of this course, participants will be able to:

- Develop and execute strategic account management plans
- Segment accounts based on potential, profitability, and strategic fit
- Build deep client relationships across multiple stakeholder levels
- Deliver customized value propositions and growth initiatives
- Strengthen account governance, planning, and performance tracking

## Why Attend

- To shift from reactive selling to proactive key account development
- To learn how to manage complex, multi-stakeholder client relationships
- To create account plans that deliver long-term mutual value
- To enhance revenue retention, cross-selling, and upselling effectiveness
- To elevate your role as a trusted advisor to strategic customers

## Target Audience

### This program is designed for:

- Key account managers and client relationship executives
- Sales leaders and business development managers
- Account directors managing strategic or global clients
- Customer success and enterprise account professionals
- Anyone responsible for high-value or long-term client relationships

## Individual Benefits

### Key competencies that will be developed include:

- Account segmentation and strategic planning
- Consultative selling and client engagement
- Stakeholder mapping and influence strategies
- Account review and performance tracking
- Collaborative business development and value delivery

## Organizational Benefits

### Upon completing the training course, participants will demonstrate:

- Increased retention and expansion of key accounts
- More effective and consistent account planning processes
- Stronger alignment between client needs and company offerings
- Higher revenue per client through relationship growth strategies
- A disciplined, strategic approach to customer management

## Instructional Methodology

### The course follows a blended learning approach combining theory with practice:

- **Strategy Briefings** - Account management models, frameworks, and client engagement principles
- **Case Studies** - Real-world examples of strategic account development and pitfalls
- **Workshops** - Practical account plan development and stakeholder engagement strategies
- **Peer Exchange** - Interactive group sessions and problem-solving challenges
- **Tools** - Templates for account plans, opportunity trackers, and stakeholder maps

## MAWA EVENTS

**Address:** No. 857, Block A2, Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

**Phone:** +601116373203 | **Email:** info@mawaevents.net

---



## Course Outline

Detailed 5-Day Course Outline

**Training Hours: 7:30 AM - 3:30 PM**

**Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00**

### **Day 1: Foundations of Strategic Account Management**

#### **Module 1: Introduction to Key Account Management (07:30 - 09:30)**

- Definition, scope, and evolution of KAM
- Strategic accounts vs. large accounts
- The business case for key account focus

#### **Module 2: Account Segmentation and Selection (09:45 - 11:15)**

- Identifying high-potential accounts
- Profitability, risk, and strategic fit analysis
- Account scoring and prioritization

#### **Module 3: KAM Roles and Capabilities (11:30 - 01:00)**

- Skills and mindset of a strategic account manager
- Internal alignment and cross-functional collaboration
- From vendor to trusted partner

#### **Module 4: Case Study & Discussion (02:00 - 03:30)**

- Analysis of a strategic account challenge and lessons learned

### **Day 2: Strategic Account Planning**

#### **Module 1: Building an Account Plan (07:30 - 09:30)**

- Elements of a robust account plan
- Using SWOT, gap analysis, and planning frameworks
- Account plan templates and tools

#### **Module 2: Client Analysis and Insight Development (09:45 - 11:15)**

- Understanding client objectives and challenges
- Financial, operational, and strategic profile development
- Research tools and value mapping

#### **Module 3: Creating a Value Proposition (11:30 - 01:00)**

- Crafting customer-specific value propositions
- Linking solutions to client success metrics
- Communicating ROI and strategic alignment

#### **Module 4: Workshop - Build Your Own Account Plan (02:00 - 03:30)**

- Group exercise to apply planning tools to a live or mock account

### **Day 3: Relationship Management and Stakeholder Engagement**

#### **Module 1: Stakeholder Mapping (07:30 - 09:30)**

- Identifying and analyzing decision makers and influencers
- Power/influence mapping tools
- Internal champions and political dynamics

#### **Module 2: Developing Relationship Strategies (09:45 - 11:15)**

-

Trust-based selling principles

- Strategic vs. transactional relationships
- Strengthening multi-level contact across the client organization

**Module 3: Communication and Influence (11:30 - 01:00)**

- Customizing your messaging for different stakeholders
- Presenting account plans and gaining buy-in
- Using consultative and storytelling techniques

**Module 4: Role Play - Stakeholder Scenarios (02:00 - 03:30)**

- Practicing strategic relationship-building conversations

**Day 4: Driving Growth in Strategic Accounts****Module 1: Identifying Growth Opportunities (07:30 - 09:30)**

- Cross-selling and upselling strategy
- Co-creation and innovation with clients
- Using voice-of-customer feedback

**Module 2: Opportunity Management and Pipeline Planning (09:45 - 11:15)**

- Managing the strategic account opportunity lifecycle
- Qualifying and tracking growth opportunities
- Using CRM and opportunity dashboards

**Module 3: Risk and Retention Management (11:30 - 01:00)**

- Early warning signs of client disengagement
- Renewal strategies and exit barrier creation
- Delivering value to ensure retention

**Module 4: Workshop - Opportunity and Retention Plan (02:00 - 03:30)**

- Build a strategy for growth and retention in a key account

**Day 5: Governance, Execution and Review****Module 1: Internal Governance and Collaboration (07:30 - 09:30)**

- Managing internal stakeholders and delivery teams
- Service level alignment and performance tracking
- KAM meetings, scorecards, and dashboards

**Module 2: Reviewing and Evolving the Account Plan (09:45 - 11:15)**

- Quarterly reviews and dynamic plan updates
- Learning from wins and losses
- Continuous improvement of account strategy

**Module 3: Final Capstone Exercise (11:30 - 01:00)**

- Develop and present a full strategic account plan
- Peer feedback and expert critique

**Module 4: Wrap-Up and Action Planning (02:00 - 03:30)**

- Personal implementation roadmap
- Certificate awarding and course feedback

## Certification

Participants will receive a **Certificate of Completion in Strategic Key Account Management**, validating their ability to manage complex client relationships, develop strategic account plans, and contribute to long-term business growth.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p><b>In-House / Customized Training</b></p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p><b>+601116373203</b></p>	<p>EMAIL:</p> <p><b>info@mawaevents.net</b></p>
--	---	---

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.