

## ADVANCED KEY ACCOUNT MANAGEMENT AND BUSINESS DEVELOPMENT

*“Maximize Revenue and Strengthen Strategic Relationships Through Effective Account Management and Business Development Strategies.”*

### Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

### Introduction

Key accounts are vital to business growth, profitability, and long-term sustainability. Effective management of these accounts requires strategic planning, strong relationship-building, and proactive business development approaches.

The Advanced Key Account Management and Business Development course equips participants with practical skills and strategies to manage high-value clients, expand business opportunities, and drive customer loyalty. Participants will learn to develop account plans, leverage insights, and implement solutions that align with client needs and organizational objectives.

### Objectives

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

- Understand the principles and best practices of key account management (KAM).
- Identify and prioritize strategic accounts for maximum impact.
- Develop comprehensive account plans and growth strategies.
- Build strong, trust-based client relationships.
- Apply advanced negotiation and influencing techniques.
- Identify cross-selling and upselling opportunities effectively.
- Align business development strategies with client goals and organizational objectives.
- Monitor account performance and continuously enhance value delivery.

## Why Attend

This course is essential for sales professionals, account managers, and business development executives who want to strengthen relationships with key clients and increase revenue. Participants will gain actionable strategies to manage complex accounts, drive business growth, and maintain competitive advantage.

## Target Audience

This course is suitable for:

- Key Account Managers and Sales Managers
- Business Development Professionals
- Relationship Managers and Client Servicing Teams
- Senior Sales Executives and Account Directors
- Marketing and Customer Success Professionals
- Professionals involved in strategic account planning and revenue growth

## Individual Benefits

- Enhance skills in managing and developing high-value accounts.
- Learn to create and implement strategic account plans.
- Improve client relationship-building, negotiation, and influencing abilities.
- Increase confidence in identifying and pursuing growth opportunities.
- Develop analytical skills for monitoring account performance and ROI.
- Boost professional credibility and career growth potential.

## Organizational Benefits

- Strengthen long-term relationships with strategic clients.
- Increase revenue and profitability from key accounts.
- Improve alignment between business development and client needs.
- Enhance team capability in strategic account planning and execution.
- Reduce client churn and increase customer loyalty.
- Support sustainable business growth through systematic account management.

## Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on key account management principles and strategies
- Real-world case studies and success stories
- Workshops on account planning, relationship building, and business development
- Role-playing exercises for negotiation, upselling, and cross-selling
- Group exercises for developing actionable account strategies
- Continuous feedback, coaching, and Q&A sessions to reinforce learning

## Course Outline

- Module 1: Introduction to Key Account Management and Business Development
- Module 2: Identifying and Prioritizing Strategic Accounts
- Module 3: Developing Account Plans and Growth Strategies
- Module 4: Building and Maintaining Strong Client Relationships
- Module 5: Advanced Negotiation and Influencing Techniques
- Module 6: Cross-Selling, Upselling, and Opportunity Identification
- Module 7: Aligning Business Development with Client Needs
- Module 8: Monitoring Account Performance and ROI
- Module 9: Managing Challenges and Conflicts in Key Accounts
- Module 10: Capstone Exercise – Strategic Account Planning and Execution Simulation

## Certification

Upon successful completion, participants will receive a Certificate in Advanced Key Account Management and Business Development, validating their expertise in managing strategic accounts, driving business growth, and building lasting client relationships.

## 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.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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