

## CERTIFICATE IN KEY ACCOUNT MANAGEMENT

*“Master the Strategies and Skills to Build Strong, Profitable Client Relationships.”*

### Schedule

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

### Introduction

Key account management is critical for maintaining long-term, profitable relationships with an organization’s most valuable clients. Effective key account managers understand client needs, create tailored solutions, and drive mutual business growth.

The Certificate in Key Account Management course equips participants with practical skills to manage strategic accounts, enhance customer satisfaction, and maximize revenue. Participants will learn to identify key clients, develop relationship strategies, and implement account plans that deliver measurable results.

### Objectives

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

- Understand the principles and importance of key account management (KAM).
- Identify and segment key clients for strategic focus.
- Develop account plans that align with client needs and organizational goals.
- Build strong, trust-based relationships with key decision-makers.
- Apply consultative selling and solution-based approaches.
- Monitor account performance and track key metrics.
- Collaborate effectively with internal teams to deliver client solutions.
- Handle challenges, negotiations, and potential account risks effectively.

## Why Attend

This course is ideal for sales, account management, and business development professionals seeking to strengthen client relationships, improve account performance, and maximize revenue opportunities. Participants will gain actionable strategies for managing high-value clients successfully.

## Target Audience

This course is suitable for:

- Key Account Managers and Executives
- Sales and Business Development Professionals
- Relationship Managers and Client Engagement Executives
- Marketing Professionals involved in strategic accounts
- Professionals responsible for managing major clients or strategic partnerships

## Individual Benefits

- Gain expertise in managing high-value client relationships.
- Develop strategic account planning and consultative selling skills.
- Improve negotiation, communication, and relationship-building abilities.
- Increase professional credibility and career advancement opportunities.
- Learn to align client needs with organizational offerings for mutual growth.
- Acquire tools to monitor, evaluate, and optimize account performance.

## Organizational Benefits

- Strengthen relationships with key clients and improve retention rates.
- Increase revenue and profitability from strategic accounts.
- Enhance coordination between sales, marketing, and service teams.
- Reduce client churn and enhance customer satisfaction.
- Build a skilled team of account managers capable of delivering business growth.
- Ensure consistent and professional account management practices.

## Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on KAM principles, strategies, and best practices
- Case studies of successful key account management initiatives
- Workshops on account planning, client engagement, and solution selling
- Role-playing exercises for negotiation, communication, and problem-solving
- Group discussions and collaborative exercises for real-world application
- Continuous feedback, coaching, and Q&A sessions for applied learning

## Course Outline

- Module 1: Introduction to Key Account Management (KAM)
- Module 2: Identifying and Segmenting Key Accounts
- Module 3: Strategic Account Planning and Goal Setting
- Module 4: Building Strong Client Relationships and Trust
- Module 5: Consultative Selling and Solution-Based Approaches
- Module 6: Negotiation Skills for Key Account Managers
- Module 7: Monitoring and Measuring Account Performance
- Module 8: Risk Management and Handling Challenges
- Module 9: Internal Collaboration and Cross-Functional Coordination
- Module 10: Capstone Exercise – Developing a Strategic Account Plan

## Certification

Upon successful completion, participants will receive a Certificate in Key Account Management, validating their expertise in managing strategic accounts, building lasting client relationships, and driving 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>
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