

## MANAGING KEY ACCOUNTS

*“Strengthen Client Relationships and Drive Sustainable Growth Through Strategic Key Account Management.”*

### Schedule

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

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

### Introduction

In today’s highly competitive market, the success of a business often depends on how well it manages its most valuable clients—its key accounts. Effective key account management (KAM) requires a deep understanding of client needs, long-term partnership building, and the ability to deliver consistent value beyond the initial sale.

The Managing Key Accounts course provides participants with a structured approach to identifying, developing, and retaining strategic accounts that contribute the most to business profitability and growth. Through practical tools, case studies, and real-world examples, participants will learn how to become trusted advisors, anticipate client challenges, and create mutually beneficial partnerships that drive long-term success.

This hands-on program is designed to strengthen your ability to lead, influence, and deliver results in complex B2B environments.

### Objectives

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

- Understand the principles and framework of Key Account Management (KAM).
- Identify and prioritize high-potential key accounts.
- Develop strategic account plans that align with client objectives.
- Build long-term partnerships through trust, value creation, and collaboration.
- Manage multi-level relationships within client organizations.
- Apply negotiation and communication strategies for sustainable growth.
- Measure account performance and continuously improve client satisfaction.

## Why Attend

Retaining and growing key accounts is far more profitable than constantly pursuing new customers. This course equips you with the mindset, strategies, and tools needed to transform client relationships into strategic partnerships.

Participants will gain the ability to create win-win outcomes, anticipate client needs, and become indispensable partners in their clients' success. Whether you're managing existing key accounts or developing a KAM strategy from scratch, this training will enhance your ability to build loyalty, maximize revenue, and secure long-term business growth.

## Target Audience

This course is suitable for:

- Key Account Managers and Strategic Account Executives
- Sales Managers and Business Development Professionals
- Customer Relationship Managers
- Marketing and Client Service Managers
- Project Managers working with major clients
- Entrepreneurs and business owners handling high-value customers

## Individual Benefits

- Master the principles of strategic account management.
- Learn how to plan, manage, and grow high-value client relationships.
- Gain confidence in negotiating and communicating with senior decision-makers.
- Build the skills to become a trusted advisor rather than a vendor.
- Improve forecasting, client retention, and revenue generation abilities.
- Strengthen professional credibility and leadership within your organization.

## Organizational Benefits

- Increase revenue and profitability through long-term client partnerships.
- Enhance customer satisfaction and retention rates.
- Improve coordination between sales, marketing, and service teams.
- Establish a structured and repeatable Key Account Management framework.
- Build organizational resilience through strong client loyalty.
- Foster a culture of customer-centricity and value-driven relationships.

## Instructional Methodology

The course follows a practical, interactive, and strategy-driven learning approach, featuring:

- Real-world case studies of successful KAM practices
- Group discussions and problem-solving exercises
- Key account planning templates and tools
- Role-playing client meetings and negotiations
- Instructor-led workshops and feedback sessions
- Action planning for immediate workplace application

## Course Outline

### Module 1: Understanding Key Account Management

- What defines a “key account”
- The role of the Key Account Manager
- The business case for strategic account management

### Module 2: Identifying and Prioritizing Key Accounts

- Evaluating account potential and profitability
- Account segmentation and selection criteria
- Analyzing client needs and buying behavior

### Module 3: Building the Key Account Strategy

- Setting strategic goals and success metrics
- Developing customized value propositions
- Aligning internal resources to client objectives

### Module 4: Relationship Building and Communication

- Understanding stakeholder networks within the client organization
- Building trust and credibility through consistent engagement
- Managing client expectations and feedback loops

### Module 5: Negotiation and Value Creation

- Collaborative negotiation techniques for mutual benefit
- Positioning your organization as a long-term partner
- Handling conflicts and competitive threats

### Module 6: Account Growth and Performance Management

- Measuring key account performance (KPIs and dashboards)
- Upselling, cross-selling, and innovation opportunities
- Continuous improvement and strategic reviews

## Certification

Upon successful completion, participants will receive a Certificate in Managing Key Accounts, recognizing their professional competence in strategic relationship management, customer retention, and account growth excellence.

## 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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