

STRATEGIC ACCOUNT MANAGEMENT

“Build Strong Client Relationships, Maximize Account Value, and Drive Long-Term Business Growth.”

Schedule

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

Introduction

Strategic account management (SAM) is essential for organizations seeking to cultivate long-term, profitable relationships with key clients. Effective SAM ensures a deep understanding of client needs, proactive relationship-building, and the delivery of tailored solutions that drive mutual success.

The Strategic Account Management course equips participants with practical skills and methodologies to manage high-value accounts effectively. Participants will learn to analyze accounts, develop strategic plans, enhance client relationships, and maximize account profitability while aligning with organizational objectives.

Objectives

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

- Understand the principles and importance of strategic account management.
- Identify, segment, and prioritize key accounts for focused engagement.
- Develop comprehensive account plans and value propositions.
- Build trust and strengthen relationships with key stakeholders.
- Align client needs with products, services, and business solutions.
- Use metrics and KPIs to measure account performance and growth.
- Manage challenges and negotiate effectively with key accounts.
- Apply strategic thinking to enhance long-term account profitability.

Why Attend

Strategic account management transforms transactional client interactions into long-term partnerships. This course provides actionable strategies, tools, and hands-on exercises to help professionals increase account value, improve client satisfaction, and achieve sustainable business growth.

Target Audience

This course is suitable for:

- Account Managers and Key Account Executives
- Sales Managers and Business Development Professionals
- Relationship Managers and Client Success Managers
- Marketing and Sales Leaders handling major clients
- Entrepreneurs and Business Owners managing high-value accounts

Individual Benefits

- Gain expertise in managing strategic accounts and building partnerships.
- Enhance skills in account planning, relationship-building, and negotiation.
- Increase confidence in engaging with high-value clients.
- Develop a structured approach to drive long-term account growth.
- Improve communication and problem-solving capabilities.
- Enhance professional credibility and career growth in account management.

Organizational Benefits

- Maximize revenue and profitability from key accounts.
- Strengthen client relationships and loyalty.
- Align account strategies with organizational goals and offerings.
- Improve cross-functional collaboration to meet client needs.
- Reduce client churn and enhance satisfaction.
- Build a skilled team capable of strategic client engagement and growth.

Instructional Methodology

The training employs a practical, interactive approach through:

- Case studies of successful strategic account management practices
- Workshops on account analysis, planning, and strategy development
- Role-playing and simulations for client engagement and negotiation
- Group discussions and peer feedback on account challenges
- Exercises on developing value propositions and KPIs
- Use of CRM and data analytics for account management optimization
- Continuous coaching, Q&A sessions, and guidance from instructors

Course Outline

- Module 1: Introduction to Strategic Account Management
- Module 2: Identifying and Prioritizing Key Accounts
- Module 3: Understanding Client Needs and Business Objectives
- Module 4: Developing Strategic Account Plans
- Module 5: Building and Maintaining Client Relationships
- Module 6: Delivering Value and Aligning Solutions
- Module 7: Negotiation and Conflict Resolution with Key Accounts
- Module 8: Measuring Account Performance and Growth Metrics
- Module 9: Cross-Functional Collaboration and Stakeholder Management
- Module 10: Capstone Project – Designing a Strategic Account Plan

Certification

Upon successful completion, participants will receive a Certificate in Strategic Account Management, recognizing their ability to manage high-value clients, maximize account potential, and drive sustainable 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.

In-House / Customized Training

Interested in running this course for your team?

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