MAWA EVENTS

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

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

ADVANCED STRATEGIC KEY ACCOUNT MANAGEMENT- ASKAM

"Transform Key Accounts into Strategic Growth Engines"

Schedule

Date	Venue	Fees (Face-to-Face)
01 – 05 Jun 2026	London, UK	USD 3495 per delegate

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

Introduction

Key Account Management is a critical driver of long-term business growth, focusing on building strategic relationships with high-value clients. This course provides participants with advanced methodologies and practical tools to manage key accounts effectively, drive revenue growth, and strengthen customer loyalty. Participants will gain the expertise to identify strategic opportunities, develop account plans, and execute initiatives that maximize account value.

Through a combination of lectures, case studies, and hands-on exercises, attendees will develop the skills to navigate complex client relationships, align solutions with client strategies, and manage multi-level stakeholders. The course emphasizes actionable techniques to enhance account profitability and build sustainable partnerships that deliver competitive advantage.

Objectives

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

- Understand the principles and best practices of strategic key account management.
- Develop and implement comprehensive account plans for high-value clients.
- Identify growth opportunities and leverage customer insights effectively.
- Strengthen long-term client relationships and enhance customer loyalty.
- Align organizational solutions with client strategies to maximize value.
- Manage multi-level stakeholders and negotiate successfully.

MAWA EVENTS

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

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

Why Attend

Participants should attend this course to:

- Acquire advanced skills in key account management and strategic planning.
- Enhance revenue growth from high-value accounts.
- Learn proven methodologies for client engagement and retention.
- Develop actionable strategies to align with customer goals.
- Build stronger, sustainable partnerships with key accounts.

Target Audience

This program is designed for:

- Key account managers and sales directors
- Business development managers
- Client relationship managers
- Sales and marketing professionals managing high-value accounts
- Professionals responsible for strategic customer growth

Individual Benefits

Key competencies that will be developed include:

- Strategic account planning and execution
- Advanced relationship management and stakeholder engagement
- Customer insights analysis and opportunity identification
- Negotiation and value-selling techniques
- Skills to drive account profitability and long-term partnerships

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger key account management capabilities across the organization
- Increased revenue and profitability from strategic accounts
- Improved customer retention and loyalty
- Better alignment of solutions with client needs and business objectives
- Enhanced cross-functional collaboration to support key account initiatives

Instructional Methodology

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

- Strategy Briefings – Deep dive into strategic key account management concepts and frameworks
- Case Studies – Real-world examples of successful key account strategies
- Workshops – Hands-on exercises to develop account plans and growth strategies
- Peer Exchange – Group discussions on challenges, lessons learned, and best practices
- Tools – Templates for account planning, performance tracking, and client engagement

MAWA EVENTS

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

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

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 Key Account Management

Module 1: Introduction to Key Account Management (07:30 – 09:30)

- Overview of KAM principles and strategic importance
- Identifying and segmenting key accounts
- Key account success factors

Module 2: Customer Insights and Opportunity Analysis (09:45 – 11:15)

- Gathering and analyzing customer intelligence
- Identifying growth opportunities
- Understanding client strategies and business priorities

Day 2: Account Planning and Value Creation

Module 3: Developing Strategic Account Plans (07:30 – 09:30)

- Structuring account plans for growth and retention
- Aligning solutions with client objectives
- Setting measurable account goals

Module 4: Value Proposition and Solution Selling (09:45 – 11:15)

- Creating compelling value propositions
- Using solution-selling techniques
- Driving client engagement through value creation

Day 3: Relationship and Stakeholder Management

Module 5: Multi-Level Stakeholder Engagement (07:30 – 09:30)

- Mapping stakeholders and understanding influence
- Building trust and long-term relationships
- Managing complex client interactions

Module 6: Negotiation and Conflict Resolution (09:45 – 11:15)

- Advanced negotiation strategies
- Handling objections and conflicts
- Ensuring win-win outcomes for both parties

Day 4: Execution and Performance Measurement

Module 7: Implementing Account Plans (07:30 – 09:30)

- Action planning and milestone tracking
- Monitoring account performance and KPIs
- Adjusting strategies based on feedback and market changes

Module 8: Reporting and Review Mechanisms (09:45 – 11:15)

- Using dashboards and tools to measure account success
- Reviewing account progress and adapting plans
- Continuous improvement strategies

Day 5: Best Practices and Strategic Leadership in KAM

Module 9: Case Studies and Lessons Learned (07:30 – 09:30)

- Real-world examples of successful strategic account management
- Identifying critical success factors

Module 10: Action Planning and Wrap-Up (09:45 – 11:15)

- Developing a personal action plan for key account management
- Integrating lessons into daily practice
- Strategies for long-term client relationship success

Certification

Participants will receive a Certificate of Completion in Advanced Strategic Key Account Management (ASKAM), validating their expertise in managing high-value clients, driving strategic growth, and applying advanced account management techniques.

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:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© 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.