XCELERATE TRAINING INSTITUTE

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SALES AND MARKETING

Key Account Management Training Course

Growing Strategic Customer Relationships and Long-Term Revenue

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	TTC-117

Upcoming dates

Dates	Venue	Format	Fee
4 – 8 Jan 2027	Geneva	Classroom	€4,800
8 – 12 Mar 2027	Istanbul	Classroom	€3,800
17 – 21 May 2027	Kuala Lumpur	Classroom	€5,500
26 – 30 Jul 2027	London	Classroom	€4,800
6 – 10 Sep 2027	Madrid	Classroom	€4,800
8 – 12 Nov 2027	Manama	Classroom	€3,800

Register or ask a question

Online: x8ti.com/course/key-account-management-training-course/

+491631686678 · info@x8ti.com

Key Account Management Training Course

Introduction

In many businesses a small number of key customers generate most of the revenue and profit. Managing these accounts strategically, rather than reacting to orders, protects revenue and opens new growth opportunities.

This course teaches participants how to select and analyse key accounts, build account plans, map and influence decision makers, create value propositions, negotiate and measure account profitability and growth.

Learning Objectives

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

- Identify and prioritise key accounts
- Analyse customer businesses and needs
- Build strategic account plans
- Map and influence decision-making units
- Develop value propositions and solutions
- Measure account performance and profitability

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants develop an account plan for one of their own key customers during the course.

Benefits for Your Organisation

- Protected and growing key account revenue
- Deeper, longer customer relationships
- Higher customer profitability
- Consistent account management approach
- Better sales forecasting

Benefits for You

- A strategic approach to customer management
- Account planning tools
- Influencing and negotiation skills
- A ready account plan for your customer
- Career progression in sales leadership

Who Should Attend

This course is designed for:

- Key account and account managers
- Sales managers and directors
- Business development professionals
- Customer relationship managers
- Senior sales executives

Course Outline

Day 1: Key Account Management Strategy

- What key account management is
- Selecting key accounts
- Relationship stages
- The key account manager's role
- Customer portfolio analysis

Day 2: Understanding the Customer

- Analysing the customer's business
- Customer needs and pain points
- Decision-making units and stakeholder mapping
- Buying processes
- Competitive analysis

Day 3: Account Planning

- Account objectives and strategies
- Value propositions
- Opportunity planning
- Cross-selling and up-selling
- Building the account plan

Day 4: Influencing and Negotiating

- Building trust and credibility
- Influencing senior stakeholders
- Negotiating with key accounts
- Handling conflict and escalation
- Joint business planning

Day 5: Performance and Growth

- Account profitability analysis
- KPIs and reviews
- Customer satisfaction and loyalty
- Internal coordination

- Presenting account plans

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Registration Form

Key Account Management Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
+491631686678

Email this form
info@x8ti.com

Register online
Open the course page