

KEY ACCOUNT MANAGEMENT

Building Profitable Long-Term Relationships

Non-Credit Bearing

“The best Key Account Managers don’t just sell products; they solve problems and create opportunities for their clients.” – John C. Maxwell

To achieve growth and expansion, organisations must safeguard their most valuable asset: their loyal customers. Some clients require special attention to ensure retention and drive business growth. In this highly immersive Key Account Management (KAM) training course, you will explore strategies, skills, and insights that elevate your effectiveness in managing critical client relationships.

You will learn how to become a trusted advisor - partnering with your customers to align with their strategic goals and create long-term value. Moving beyond transactional interactions, you will develop techniques to drive repeatable success through cross-selling, upselling, and innovative solutions. By strengthening internal collaboration and leveraging customer data, you will optimise decision-making and deliver outstanding service.

If you're ready to take your Key Account relationships to the next level, this course is for you. Turn customer retention into a competitive advantage and transform your Key Accounts into long-term growth partners.

WHO SHOULD ATTEND

- Key Account Managers, sales professionals, and senior managers
- Business owners and business development executives
- Professionals responsible for managing and expanding strategic client relationships

HOW YOU WILL BENEFIT

- Gain a deep understanding of Key Account Management principles and their impact on long-term success
- Develop strategic approaches to strengthen client relationships and ensure growth
- Enhance communication, negotiation, and influence skills to secure client commitment
- Optimise B2B relationships by leveraging collaboration, cross-selling, and upselling strategies
- Use data-driven insights to measure performance, refine strategies, and drive sustainable success

WHAT WILL BE COVERED

Defining Key Account Management: more than just sales

- What makes a client a Key Account?
- Why is Key Account Management essential for business
- The risks of ineffective Key Account Management
- The four pillars of successful Key Account Management

Understanding and segmenting your Key Accounts

- Identifying and segmenting Key Accounts
- Knowing the market and understanding your value
- Understanding client needs and how to align with them
- Three approaches to selling: Bow-Tie, Duet, and Diamond Models
- Building trust-based B2B relationships
- Essential skills required by Key Account Managers, including: communication skills, strategic thinking, leadership and management, analytical and adaptability skills, market knowledge and business development, organisation and time management

Strategic Planning: driving growth and retention

- The Key Account Management framework for success
- Developing account segmentation strategies to allocate resources effectively
- Defining roles and responsibilities within the Key Account team
- Developing a strategic plan and blueprint for growth
- Implementing an action plan for engagement and revenue growth

Evaluate, measure and improve

- Reviewing Key Account progress and performance
- Understanding Key Account Management reports
- Communicating with internal and external stakeholders
- Monitoring, measuring, and controlling Key Account activities
- Practical strategies for measuring Key Account success
- Making data-driven adjustments to enhance outcomes