

Key Account Management



GTI - Coordination Office and International Relations (Accredited Programs)



Course Description

The Key Account Management training course is designed to equip delegates with the essential skills needed to effectively manage significant customer relationships. Recognizing that not all customers are equally important, this course offers a structured approach to classifying customers and developing tailored strategies to meet their unique needs. Participants will learn best practices in key account management, enhancing customer satisfaction and loyalty while maximizing revenue opportunities. The course will address the challenges posed by evolving markets and sophisticated buyers, preparing delegates to thrive in a competitive environment.

Who Should Attend

This course is ideal for:

- Key Account Managers and Major Account Managers
- New Business Development Professionals
- Senior Sales Staff and Account Managers
- Sales Managers and Directors focused on implementing key account strategies
- Marketing Directors and Managers involved in key account management
- Members of Key Account Support Teams and related roles

Course Objectives

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

- Implement the complete process of key account management.
- Classify customers using a proven qualitative approach and develop tailored strategies.
- Focus resources effectively on key account development.
- Demonstrate confidence in managing and growing key accounts.
- Create an account pipeline for future growth opportunities.
- Communicate effectively with key customers to foster long-term relationships.
- Develop strategies that enhance the perception of value among key accounts.

Course Content

Key Account Management Fundamentals

- Understanding key account management and its importance.
- Developing a strategic approach to managing key accounts.
- Identifying potential pitfalls and challenges in key account management.

Customer Segmentation and Selection

- Objective processes for analyzing and classifying customers.
- Deciding on the number of key accounts to manage.
- Strategies for servicing and resourcing each customer type effectively.

Understanding Key Accounts

- Analyzing the decision-making processes of key customers.
- Building compelling value propositions tailored to each account.
- Navigating internal politics and external factors affecting customer needs.

Leading Key Account Teams

- Essential competencies and characteristics of successful key account managers.
- Skills required for managing key and global accounts.
- Coaching and mentoring strategies for developing key account teams.

Implementing Key Account Strategies

- Setting account objectives and building trust with key customers.
- Utilizing social media and other tools to enhance relationships.
- Integrating the key account management plan into the broader business strategy.