

Key Account Management: Strategies for Business Growth

Marketing, Sales, Customer Service
Paris (France)
01 - 05 Sep 2025

UK Traininig

PARTNER

A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, suggesting a target or focus. The overall image conveys a sense of strategy and partnership.

Key Account Management: Strategies for Business Growth

Ref: 3075_135474 **Date:** 01 - 05 Sep 2025 **Location:** Paris (France) **Fees:** 4400 **Euro**

Course Description

This comprehensive 5-day Key Account Management KAM course equips participants with essential strategies and tools to effectively manage and grow key customer accounts. Attendees will learn to identify, develop, and maintain strategic relationships with high-value clients, driving sustainable business growth and fostering long-term partnerships.

Learning Objectives

- Develop a strategic approach to identifying and prioritizing key accounts
- Master techniques for building and maintaining strong client relationships
- Learn to create and implement effective key account plans
- Understand how to leverage cross-functional teams for account success
- Acquire skills to measure and demonstrate the value of key account management

Course Modules

Day 1: Introduction to Key Account Management

- Fundamentals of Key Account Management
- Identifying and selecting key accounts
- Understanding the KAM process and lifecycle
- Differentiating KAM from traditional sales approaches

Day 2: Building Strategic Relationships

- Mapping key stakeholders and decision-makers
- Developing trust and credibility with clients
- Effective communication strategies for key accounts
- Managing and influencing client expectations

Day 3: Key Account Planning and Analysis

- Creating comprehensive key account plans
- Conducting account and opportunity analysis
- Setting SMART goals for account growth
- Aligning account strategies with client objectives

Day 4: Cross-functional Collaboration and Value Creation

UK Training
PARTNER



- Leveraging internal resources and expertise
- Building and leading cross-functional account teams
- Developing value propositions for key accounts
- Identifying and creating mutual value opportunities

Day 5: Measuring Success and Continuous Improvement

- Key performance indicators for account management
- Tools and techniques for tracking account progress
- Handling challenges and resolving conflicts
- Strategies for continuous improvement and innovation

Practical Wins for Participants

- Develop a tailored key account plan for a strategic client
- Create a stakeholder map and influence strategy for a complex account
- Design a value proposition that addresses specific client needs
- Construct a KAM scorecard to measure and demonstrate account success

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335