

# Key Account Management: Strategies for Business Growth

Marketing, Sales, Customer Service  
Kuala Lumpur (Malaysia)  
22 - 26 Sep 2025

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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, creating a sense of depth and focus on the king piece.

## Key Account Management: Strategies for Business Growth

**Ref:** 3075\_136613 **Date:** 22 - 26 Sep 2025 **Location:** Kuala Lumpur (Malaysia) **Fees:** 4200 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

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- 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

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