Key Account Management: Strategies for Business Growth

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Barcelona (Spain)

UK Traininig
PARTNER



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Why This Course

In competitive markets, sustainable business growth depends on more than winning new clients — it requires building and nurturing high-value, long-term relationships with key accounts. Effective Key Account Management KAM transforms sales into strategic partnerships, ensuring mutual success and customer loyalty.

The Strategic Key Account Management KAM Excellence program is an intensive 1-week course designed for sales professionals, account managers, and business development leaders who seek to elevate their approach to managing strategic customers. Participants will gain practical tools, frameworks, and techniques to identify key clients, build trust-based relationships, and create long-term value through collaborative account planning.

What You'll Learn and Practice

By joining this program, you will:

- Develop a strategic framework for identifying and managing key accounts.
- Strengthen relationship-building and client engagement skills.
- Design and execute actionable key account plans aligned with business goals.
- Leverage internal collaboration to deliver customer-centric value.
- Measure and communicate the impact of Key Account Management initiatives.

The Program Flow

Day 1: Introduction to Key Account Management

- The strategic importance of Key Account Management in business growth.
- Identifying and prioritizing key accounts using value-based criteria.
- The KAM lifecycle: from selection to retention and expansion.
- Key differences between transactional selling and strategic relationship management.
- Workshop: Assessing your organization's current KAM maturity level.



Day 2: Building Strategic Relationships

- Understanding key stakeholders, influencers, and decision networks.
- Establishing credibility and trust with senior client executives.
- Communication and negotiation strategies that strengthen partnerships.
- Managing expectations and resolving client challenges proactively.
- Exercise: Developing a stakeholder influence map for a key client.

Day 3: Key Account Planning and Analysis

- Structuring a comprehensive Key Account Plan KAP.
- Conducting account, opportunity, and risk analyses.
- Setting SMART growth objectives and aligning them with client goals.
- Building account strategies that integrate customer and company priorities.
- Workshop: Creating a tailored Key Account Plan for a high-value client.

Day 4: Cross-Functional Collaboration and Value Creation

- Building and leading cross-functional account teams.
- Leveraging internal capabilities to create client-focused solutions.
- Developing differentiated value propositions that drive mutual benefit.
- Identifying co-creation opportunities for innovation and growth.
- Case Study: Designing a collaborative strategy that enhances client value.

Day 5: Measuring Success and Continuous Improvement

- Defining and tracking Key Performance Indicators KPIs for account success.
- Using data and insights to monitor account progress and performance.
- Managing challenges, conflicts, and performance gaps effectively.
- Continuous improvement: evolving account strategies in dynamic markets.
- Capstone Project: Designing a KAM scorecard and continuous improvement plan.

Individual Impact

- Gain confidence in managing complex, high-value client relationships.
- Strengthen strategic planning and analytical thinking for key account success.
- Enhance communication, negotiation, and leadership skills.
- Develop a personal framework for long-term account growth and sustainability.

Organizational Impact

- Improve customer retention, satisfaction, and revenue growth from key accounts.
- Align sales, marketing, and service teams for unified account delivery.
- Strengthen competitive advantage through strategic customer partnerships.
- Foster a culture of value creation, collaboration, and client-centric excell



Training Methodology

This program integrates strategic frameworks with practical, real-world applications to ensure immediate business impact. Learning methods include:

- Real-life case studies from global organizations practicing effective KAM.
- Interactive workshops and group account planning sessions.
- Role-play and scenario-based exercises for relationship management.
- Peer collaboration and facilitated discussions on value creation strategies.
- Templates, toolkits, and scorecards for direct application in the workplace.

Beyond the Course

Upon completion, participants will be equipped to transform customer relationships into strategic partnerships that drive mutual success. They will return ready to:

- Develop and execute comprehensive Key Account Management strategies.
- Build cross-functional alignment to deliver tailored client solutions.
- Lead customer-centric growth initiatives grounded in measurable results.
- Create lasting, profitable relationships that fuel sustainable business growth.

