Developing Key Account Management for Business Growth Training Course

07 - 11 Sep 2026

Geneva

6200 € (Per Person)

Ref: #SAL9661_489033

Course Introduction / Overview:

In a highly competitive business world, moving beyond a transactional approach to sales and building lasting, profitable relationships with key clients is essential for sustainable growth. This specialized training course, presented by BIG BEN Training Center, is designed to give sales professionals the advanced skills needed to transform their most important client relationships into a powerful engine for revenue and growth. We will explore core concepts from academic thought leaders like Jagdish N. Sheth, whose work in customer relationship management provides a strong foundation for our program. This course goes beyond basic sales techniques to focus on the strategic framework of key account management, which involves identifying, nurturing, and expanding relationships with high-value clients. Participants will learn how to build customer loyalty, implement a strategic account plan, and use a consultative approach to become a trusted advisor. We'll also cover advanced negotiation skills, relationship management, and customer retention strategies. This program is for anyone who wants to turn their top accounts into a source of predictable, long-term revenue and business growth. By mastering the art of client relationship management, you will not only increase your company's revenue, but also build a powerful, lasting competitive advantage.

Target Audience / This training course is suitable for:

- Key account managers.
- Account executives.
- Sales directors and VPs.
- Business development managers.
- Relationship managers.
- Corporate strategists and planners.
- Anyone responsible for managing and growing a portfolio of key clients.

Target Sectors and Industries:

- Technology and software.
- Financial services and banking.
- Consulting and professional services.
- Manufacturing and industrial.
- Healthcare and pharmaceuticals.
- Government agencies and equivalents.
- Telecommunications and media.
- Real estate and construction.

Target Organizations Departments:

- Key account management.
- Sales.
- Business development.
- Customer success.
- Corporate strategy.
- Client relations.

Course Offerings:

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

- Develop a comprehensive strategic account plan for key clients.
- Strengthen client relationships and loyalty for long-term growth.
- Use advanced negotiation and influence skills.
- Identify and secure opportunities for account expansion.
- Implement effective customer retention strategies.
- Become a trusted advisor to key decision-makers.
- Use data to measure and analyze key account performance.
- Build a powerful referral network for business growth.

Course Methodology:

This course uses a highly practical and hands-on methodology. We'll use a series of realistic case studies of successful and unsuccessful key account management scenarios, allowing participants to analyze what went right and what went wrong. The program includes interactive workshops where participants will develop and present a strategic account plan for a real or simulated client, receiving feedback from both peers and trainers. The trainers at BIG BEN Training Center will facilitate role-playing exercises focused on difficult conversations and advanced negotiation. This approach ensures that participants can immediately apply the concepts and skills they learn, turning theory into practice. By the end of the course, participants will have a clear, actionable plan for nurturing their key accounts and driving sustainable business growth.

Course Agenda (Course Units):

Unit One: Strategic Foundations of Key Account Management

- Defining key account management and its importance.
- The difference between sales and strategic account management.
- Identifying your most valuable clients.
- Building a customer journey map for key accounts.
- The role of trust and credibility.
- Establishing a foundation of client relationships.
- Shifting from a transactional to a consultative mindset.

Unit Two: Developing a Strategic Account Plan

- The components of a comprehensive strategic account plan.
- Identifying key stakeholders and decision-makers.
- Analyzing client needs, goals, and challenges.
- Mapping the client's organization.
- Setting clear, measurable goals for each account.
- Creating a roadmap for account expansion.
- Using data to inform your strategic plan.

Unit Three: Advanced Relationship and Communication

- The art of active listening and empathetic communication.
- Building and nurturing long-term client relationships.
- Using strategic questions to uncover new opportunities.
- The power of proactivity in client relationship management.
- Holding effective QBRs (Quarterly Business Reviews).
- Becoming a trusted advisor and business partner.
- Navigating internal client politics and organizational change.

Unit Four: Account Expansion and Negotiation

- Strategies for account expansion.
- Identifying opportunities for cross-selling and up-selling.
- Negotiating new deals and contract renewals.
- The importance of advanced negotiation skills.
- Handling objections and difficult conversations.
- Creating win-win outcomes that benefit both parties.
- Using data and insights to justify your value.

Unit Five: Customer Retention and Sustainable Growth

- The importance of customer retention strategies.
- Measuring and improving customer satisfaction.
- Building a powerful referral network.
- Creating a seamless customer experience.
- Managing churn and at-risk accounts.
- Reviewing and adapting your strategic account plan.
- Creating a legacy of sustainable business growth.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing automation, how can a sales professional ensure that their human-centric role in key account management remains irreplaceable and adds unique strategic value to their top clients?

What unique qualities does this course offer compared to other courses?

This training course is unique because it focuses on a strategic, rather than a tactical, approach to sales. While most sales programs teach how to find and close new businesses, this one is designed to help professionals maximize the value of their existing clients, which is the key to sustainable growth. The course's deep dive into strategic account planning and client relationship management sets it apart, providing a framework for becoming a true business partner to your most valuable clients. We teach advanced skills in negotiation, account expansion, and customer retention, ensuring that you can not only retain clients, but also grow them. This program is not about one-time sales, but about building long-term, profitable relationships that last, giving participants a powerful and lasting advantage in their careers.