Strategic High-Value Account Management Training Course

30 Nov - 04 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #CUS2096_171500

Course Introduction / Overview:

This intensive training course is designed to transform participants from traditional sales professionals into strategic partners for their most valuable clients. In today's competitive B2B landscape, securing high-value accounts is only the beginning; the real challenge lies in nurturing, growing, and retaining them for long-term mutual profitability. This program moves beyond transactional selling to instill a mindset of strategic account management, focusing on creating indispensable, long-term partnerships. We will explore advanced methodologies for understanding client needs, mapping complex organizational structures, and aligning your solutions with their core business objectives. Drawing upon principles from seminal works like "The New Strategic Selling" by Robert B. Miller and Stephen E. Heiman, the course emphasizes a systematic approach to managing complex sales cycles and building C-level relationships. At BIG BEN Training Center, we provide the frameworks and skills necessary to not only protect your key accounts from competitors but also to unlock their full growth potential, ensuring you become a trusted advisor rather than just a vendor. This journey will equip you with the strategic foresight to anticipate client challenges and co-create value, solidifying your position as an essential partner in their success.

Target Audience / This training course is suitable for:

- Key Account Managers.
- Strategic Account Managers.
- Senior Sales Executives.
- Business Development Directors.
- Client Relationship Managers.
- Sales Team Leaders and Managers.
- Customer Success Managers.
- Commercial Directors.
- Enterprise Account Executives.

Target Sectors and Industries:

- Information Technology and Software Services.
- Financial Services and Banking.
- Pharmaceuticals and Healthcare.
- Telecommunications.
- Professional Consulting Services.
- Manufacturing and Engineering.
- Logistics and Supply Chain Management.
- Government agencies and public sector contractors.

Target Organizations Departments:

- Sales and Business Development.
- Customer Success and Client Services.
- Corporate and Enterprise Sales.
- Marketing and Account-Based Marketing (ABM) Teams.
- Commercial and Contract Management.
- Strategic Partnerships and Alliances.

Course Offerings:

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

- Identify and segment high-value accounts with the greatest growth potential.
- Develop comprehensive and actionable strategic account plans.
- Master stakeholder mapping to navigate complex client organizations.
- Build and maintain strong relationships with C-level executives.
- Transition from a vendor to a trusted strategic advisor.
- Create compelling value propositions tailored to specific client needs.
- Execute effective upselling and cross-selling strategies to drive revenue.
- Conduct impactful Quarterly Business Reviews (QBRs) that demonstrate value.
- Negotiate complex deals and renewals with confidence.
- Implement metrics to track account health and profitability.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. We believe that mastering strategic account management comes from doing, not just listening. Therefore, the course is built around a highly interactive and experiential learning model. Participants will engage in a blend of expert-led presentations, dynamic group discussions, and collaborative workshops. A significant portion of the training is dedicated to hands-on exercises, including the development of a real-world strategic account plan. We utilize in-depth case studies from various industries to analyze complex client scenarios and strategize effective solutions. Role-playing simulations will be used to practice crucial skills such as C-level conversations, value-based negotiations, and handling difficult client objections. Continuous feedback is a cornerstone of our approach, with facilitators and peers providing constructive input to help participants refine their techniques. This immersive methodology ensures that attendees leave not just with theoretical knowledge, but with the practical skills and confidence to immediately implement advanced account management strategies within their organizations.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Account Management

- Defining Strategic vs. Key vs. Traditional Account Management.
- The Evolution of the B2B Buyer and the Role of the Strategic Manager.
- Identifying and Profiling High-Value Accounts.
- Understanding Customer Lifetime Value (CLV) and Account Profitability.
- The Strategic Account Management Competency Model.
- Aligning Account Strategy with Corporate Goals.
- Setting Visionary Goals for Your Key Accounts.

Unit Two: Developing the Strategic Account Plan

- Conducting a Comprehensive Account Analysis and SWOT.
- Mastering Stakeholder Mapping and Influence Charting.
- Identifying Client Pains, Priorities, and Strategic Initiatives.
- Crafting a Compelling and Differentiated Value Proposition.
- Building the Formal Strategic Account Plan (SAP) Document.
- Establishing Clear Objectives, Strategies, and Action Plans.
- Integrating Account-Based Marketing (ABM) Principles.

Unit Three: Cultivating C-Level Relationships and Trust

- Techniques for Gaining Access to Senior Executives.
- Preparing for and Conducting C-Level Conversations.
- Developing Political Acumen within Client Organizations.
- Building Social Capital and Becoming a Trusted Advisor.
- Effective Communication and Active Listening Skills.
- Managing and Exceeding Client Expectations.
- Leveraging Your Internal Team to Support the Client Relationship.

Unit Four: Driving Value, Growth, and Profitability

- Moving from Selling Products to Co-Creating Value.
- Identifying and Capitalizing on Upselling and Cross-selling Opportunities.
- Planning and Executing High-Impact Quarterly Business Reviews (QBRs).
- Advanced Negotiation Strategies for Win-Win Outcomes.
- Defending Accounts Against Competitive Threats.
- Managing Contracts, Renewals, and Service Level Agreements.
- Developing Joint Business Plans with Strategic Clients.

Unit Five: Advanced Strategy, Governance, and Measurement

- Implementing a Governance Model for Strategic Accounts.
- Leveraging CRM and Technology for Account Intelligence.
- Defining Key Performance Indicators (KPIs) for Account Success.
- Conducting Account Health and Relationship Strength Assessments.
- Managing Risk and Escalations within Key Accounts.
- Creating a Client Advocacy and Referral Program.
- The Future of Strategic Account Management and Continuous Improvement.

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 and AI, how can a strategic account manager uniquely preserve the human element of trust to create indispensable, long-term client partnerships?

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

This course distinguishes itself by focusing intensely on the strategic mindset shift required to excel in high-value account management, rather than merely teaching tactical sales techniques. While many programs focus on process or software, our curriculum is built around the art and science of becoming an indispensable trusted advisor. We delve deep into the political and relational dynamics of complex client organizations, equipping participants with the acumen to navigate and influence at the highest levels. The emphasis is on co-creating value with the client, moving beyond a simple supplier-customer relationship to forge a true strategic partnership. Our methodology prioritizes practical application through bespoke case studies and rigorous role-playing scenarios that mirror the real-world challenges participants face. This ensures that the learning is not just theoretical but immediately applicable. The program is designed to cultivate strategic foresight, enabling managers to anticipate their clients' future needs and proactively position themselves as essential to their long-term success, a quality that fundamentally differentiates a top performer from the rest.