QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1799

Key Account Management & Strategic Customer Management Training Course

SALES MANAGEMENT & BUSINESS DEVELOPMENT
SALES, MARKETING & CUSTOMER EXPERIENCE

DURATION
5 Days

DELIVERY
Classroom

Course Overview

The Key Account Management & Strategic Customer Management Training Course is an advanced professional program designed to develop the strategic, commercial, relationship-management, and analytical capabilities required to manage an organization's most important customers. The course focuses on transforming key account management from a transactional sales activity into a structured strategic discipline that supports customer retention, account growth, revenue sustainability, and long-term business value.

Strategic customers often represent significant revenue, market influence, business opportunities, and long-term growth potential. Managing these relationships requires a clear understanding of customer organizations, decision-making structures, business priorities, stakeholder expectations, competitive pressures, and emerging opportunities. This course provides practical frameworks for developing strategic customer relationships and creating measurable value for both the organization and its key accounts.

The program covers key account identification and segmentation, customer value analysis, stakeholder mapping, strategic account planning, relationship development, customer needs analysis, value propositions, account growth strategies, cross-selling and up-selling, customer retention, commercial risk management, negotiation, performance measurement, and strategic account reviews.

The course is suitable for government entities, banks and financial institutions, oil and gas companies, industrial organizations, technology companies, professional services firms, and large corporations. It is particularly valuable for Key Account Managers, Strategic Account Managers, Sales Managers, Business Development Managers, Commercial Managers, Customer Relationship Managers, and senior professionals responsible for high-value and strategic customer relationships.

Objectives

- By the end of the course, participants will be able to:
- Analyze the characteristics and strategic importance of key accounts within an organization's customer portfolio.
- Evaluate customers according to revenue contribution, profitability, growth potential, strategic value, and relationship strength.

- Apply customer segmentation and prioritization techniques to identify strategically important accounts.
- Develop comprehensive strategic account plans aligned with customer priorities and organizational objectives.
- Map customer stakeholders, decision makers, influencers, sponsors, and relationship risks.
- Analyze customer business needs and identify opportunities to create measurable customer value.
- Develop differentiated value propositions and account development strategies.
- Apply cross-selling, up-selling, retention, and customer expansion techniques.
- Strengthen strategic customer relationships through structured engagement and relationship management.
- Evaluate account performance using financial, commercial, relationship, and customer-value indicators.
- Manage risks associated with customer concentration, competitive threats, relationship gaps, and account dependency.
- Design a practical strategic customer management plan for priority accounts.

Who Should Attend

This course is designed for professionals responsible for managing major customers, strategic accounts, commercial relationships, and business growth. It is particularly suitable for Key Account Managers, Strategic Account Managers, Senior Account Managers, Sales Managers, Business Development Managers, Commercial Managers, Customer Relationship Managers, Client Relationship Managers, and Sales Directors.

The program is also highly relevant to executives and professionals working with major institutional customers, government clients, corporate accounts, financial institutions, oil and gas companies, industrial organizations, and large commercial customers. Marketing, customer experience, operations, finance, and technical professionals involved in strategic customer relationships can also benefit from the program.

Learning Outcomes

- Upon completion of the course, participants will be able to:
- Identify and prioritize key accounts according to strategic and commercial importance.
- Assess customer profitability, potential, needs, risks, and long-term value.
- Segment customers and develop differentiated management approaches.
- Conduct comprehensive strategic account assessments.
- Map customer stakeholders and understand organizational decision-making structures.
- Develop strategic account plans with clear objectives, initiatives, responsibilities, and timelines.
- Identify customer business challenges and translate them into commercial opportunities.
- Develop compelling value propositions tailored to strategic customer requirements.
- Identify cross-selling, up-selling, retention, and account expansion opportunities.
- Strengthen executive-level and multi-level customer relationships.
- Monitor account performance using meaningful commercial and relationship indicators.
- Identify strategic account risks and develop appropriate mitigation actions.
- Conduct structured strategic account reviews with internal and external stakeholders.
- Build sustainable customer relationships that support long-term revenue and business growth.

Course Outline

DAY 01

Strategic Key Account Management Fundamentals

- Understanding Key Account Management and its strategic role.
- From transactional selling to strategic customer management.
- Characteristics of strategic and high-value customers.
- Identifying accounts with strategic growth potential.
- Customer portfolio analysis and account classification.
- Key account segmentation and prioritization.
- Assessing revenue, profitability, growth potential, and strategic importance.
- Understanding customer lifetime value and relationship economics.
- Identifying customer retention risks and dependency risks.

DAY 01 — CONTINUED

- Establishing strategic objectives for key account management.
- The role of the Key Account Manager as a strategic business partner.

PRACTICAL APPLICATION

Develop a key account segmentation and prioritization framework for a selected customer portfolio.

DAY 02

Customer Analysis, Stakeholder Mapping & Relationship Strategy

- Understanding the customer organization and business environment.
- Analyzing customer strategy, priorities, challenges, and future direction.
- Identifying customer needs beyond immediate purchasing requirements.
- Understanding customer decision-making processes.
- Stakeholder mapping and relationship analysis.
- Identifying decision makers, influencers, sponsors, users, and blockers.
- Assessing relationship strength and areas of vulnerability.
- Developing multi-level customer relationships.
- Building executive-level relationships and strategic credibility.
- Identifying competitive threats within strategic accounts.
- Developing customer engagement and communication strategies.

PRACTICAL APPLICATION

Create a comprehensive stakeholder map and relationship development strategy for a strategic customer.

DAY 03

Strategic Account Planning & Customer Value Creation

- Principles of strategic account planning.
- Conducting a comprehensive strategic account assessment.

DAY 03 — CONTINUED

- Understanding customer business objectives and strategic priorities.
- Identifying customer pain points, opportunities, and unmet needs.
- Developing customer-specific value propositions.
- Aligning organizational capabilities with customer requirements.
- Identifying opportunities for account penetration and expansion.
- Developing cross-selling and up-selling strategies.
- Creating joint business development opportunities.
- Building account growth objectives and strategic initiatives.
- Establishing account action plans, responsibilities, and timelines.

> **PRACTICAL APPLICATION**
>
> Develop a complete Strategic Account Plan covering customer analysis, objectives, stakeholders, opportunities, value propositions, risks, initiatives, and growth targets.

DAY 04

Customer Retention, Negotiation & Strategic Relationship Development

- Understanding the drivers of customer loyalty and retention.
- Identifying early warning signs of customer dissatisfaction.
- Managing customer expectations and service commitments.
- Building trust and credibility with strategic customers.
- Managing difficult customer situations and relationship challenges.
- Strategic negotiation with major and institutional customers.
- Preparing for complex commercial negotiations.
- Balancing customer value, commercial objectives, pricing, and profitability.
- Managing objections and competitive pressure.
- Resolving conflicts while protecting long-term relationships.
- Developing customer retention and recovery strategies.

DAY 04 — CONTINUED

PRACTICAL APPLICATION

Conduct a strategic customer negotiation and develop a customer retention strategy for a high-risk account.

DAY 05

Account Performance, Growth Strategy & Strategic Customer Governance

- Measuring strategic account performance.
- Developing Key Account Management performance indicators.
- Measuring revenue, profitability, retention, growth, share of wallet, and customer value.
- Evaluating account plans and strategic initiatives.
- Identifying gaps between account potential and actual performance.
- Developing account expansion and market penetration strategies.
- Managing strategic account risks and competitive threats.
- Establishing structured strategic account review mechanisms.
- Strengthening collaboration between sales, marketing, operations, finance, and customer experience.
- Building long-term customer partnerships and joint value creation.
- Developing continuous improvement mechanisms for strategic accounts.
- Establishing governance structures for high-value customer relationships.
- Final practical workshop: Develop an integrated Key Account Management & Strategic Customer Management Plan covering account prioritization, customer analysis, stakeholder mapping, relationship strategy, value creation, growth opportunities, retention, negotiation priorities, performance indicators, risk management, governance, and implementation actions.

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Register or Request More Information

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