

Key Account Management

Our Key Account Management Programme is designed to equip participants with the skills and strategies to deeply understand client challenges, anticipate their needs, and deliver tailored solutions that drive long-term success.

Key account management is not just about meeting immediate expectations - it's about forging trusted partnership that evolve over time, ensuring loyalty and advocacy from your most important clients. These relationships are the cornerstone of sustainable growth and lasting customer engagement.

Through this expert-led programme, participants will learn how to leverage value-based questioning, communicate with clarity and impact, adapt their approach to influence diverse stakeholders and gain practical tools to refine their account strategies.



Who

Key Account Managers
5+yrs experience



Format

Face-to-face
Virtual workshops
Self-study



Duration

4 month programme
35-40 hours

Our Solution

Programme Objectives

As a result of attending this training, participants will develop, refine and grow their Key Account Management skills:

- **Strategic account planning**
Enable participants to take a strategic approach to account management and develop structured account plans
- **Leveraging relationships**
Understand client needs deeply to foster long-term partnership and to become a trusted advisor
- **Value-based selling**
Use value-based questioning to develop a comprehensive understanding of customer accounts and their specific business needs
- **Effective communication**
Train participants to communicate solutions in a clear, compelling manner, adapting their communication to influence different stakeholders within the account
- **Future planning**
Analyse sales successes & failures - use learnings to build better relationships & account plans for the future

Manage the Account

- What is account management and why is it important (benefits)?
- Scope and focus of Account Manager role
- Build a responsive internal team
- Clear, concise & compelling communication
- Segmentation: Focus on the right customers
- MAN: Key decision makers & influencers
- Account summary and account plan
- Value Communication Framework

Negotiation Skills

- Strategies for long-term contract negotiations and complex stakeholder dynamics
- How to amplify strengths
- Leveraging data insights
- Selling at a premium - justifying initial investment
- Collaborative, win-win approach

Grow the Account

- Proactive demand creation
- Expanding your network
- The four pillars of value - Company, People, Products & Services, Processes
- Customer's investment plans
- Key to sustainable success
- Upselling and cross-selling
- Become a trusted advisor
- Turning customers into advocates

Key Benefits of the Programme

- Fully customisable to the specific and unique needs of your organisation
- Easily adaptable to run for teams or mixed groups
- Can be run in multiple languages via our global network of expert trainers
- Complete learning journey that covers each stage of the sales process
- Focused on practical application and real sales cases
- Range of additional virtual sessions available to accelerate skill development in key areas for your business

The Learning Journey

As experts in the science of learning, we've carefully designed our Key Account Management to ensure the most interactive, engaging and insightful learning experience. Led by our expert trainers, a typical learning journey lasts four months and includes face-to-face training, virtual workshops and self study.



Preparation	Virtual Kick Off	Face-to-Face	Virtual Workshops	Face-to-Face	Virtual Follow Up
• Introduction to our Learning Hub • Read assigned material	• Introduction • Orientation • Sharing of objectives • Course expectation, ways of working and pre-work	Manage the account • What is Account Management and why is it important • Scope & focus of Account Mgr role • Build an internal team • Clear and compelling communication • MAN Model • Becoming a trusted advisor • Value Communication Framework	These sessions include: • Deep dive into Value Communication Framework • Using storytelling to communicate value	Negotiation skills • Strategies for long-term contract negotiations • Amplify strengths • Leverage data insights • Selling at a premium Grow the account • Proactive demand creation • The Four Pillars of Value • Customer investing plans • Sustainable success and upselling / cross-selling	• Welcome back • Progress against plans • Examples of successes achieved • Challenges and how to overcome them
2 weeks	1 hour	2 days	3 hours each	2 days	1 hour

Why Train with us?

Our customers tell us that we are different and that working with us is different too. Here's what sets us apart:

- **We customise all our solutions:** We pride ourselves on developing fully tailored solutions for each and every client
- **We have global expertise:** Our specialism is rolling out global programmes in 20+ languages
- **We are dedicated to changing behaviour:** Our solutions are not about delivering content, our aim is to change behaviour so that your people behave differently and improve performance
- **We are transparent and open:** We're good at building long-term client relationships because we are friendly, approachable and have a transparent approach to pricing.



People
Development
Specialists

Business Linked Teams is a global people development company headed by Samantha Caine, FCIPD. We empower development and enhance capability through bespoke learning solutions and carefully curated change initiatives.



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