



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Key Account Management: Establishing Profitable Customer Relationships

Code	City	Hotel	Start	End	Price	Language - Hours
309	Manama (Bahrain)	Hotel Meeting Room	2025-11-30	2025-12-04	2950 €	En - 25

Program Objectives:

By the end of the program, participants will be able to:

- Improve margins and keep more profit.
- Prioritize efforts for maximum results.
- Develop a sales plan for each strategic (key) account to fully satisfy client needs and maximize customer value.
- Lead the buying process and close more sales.
- Maximize human capital utilization.
- Identify, evaluate and prioritize opportunities for business and relationship development.

This Program is designed for:

Account managers, sales managers, sales people who are managing Key Accounts or have limited experience in managing accounts customers in a Business to Business environment. This program is worth 25 NASBA CPEs.

Note: Fundamental sales skills are assumed and will not be covered on this course.

Program Outline:



Key Account Management

- What is a Key Account?
- Who Makes the Rules for Qualifying Key Accounts?
- Overview of Key Account Management: Business Perspectives and Trends; Customer Expectations; Profitable Growth Strategies

Account Analysis, A Necessary Step Towards Defining and Selecting KA

- The Single-Factor Models
- The Portfolio Models
- The CALLPLAN Model
- Cost per Call and Break-Even Sales Volume Computation
- Selection Criteria and Measuring Attractiveness
- Use of Resources versus Cost to Serve

The Key Account Relational Development Model

- The Pre Relationship Stage
- The Early Relationship Stage
- The Mid Relationship Stage
- The Partnership Relationship Stage
- The Synergetic Relationship Stage

The Account Planning Process

- The Account Planning Process Criteria
- Analyze the Customer, Past Business, and Competition
- The Competitive Analysis Matrix
- The Customer Expectation Benchmark Matrix
- Developing Account Strategies
- Use of SWOT and TOWS Analysis
- Strategy Development Tools

The Critical Role of Key Account Managers

- Understanding the Role and Responsibilities of KAMs
- Building and Leading Effective Key Account Teams
- Maximizing Sales through Effective Negotiation
- Negotiation Skills and Tactics
- Building Long-Term Customer Relationships and Trust
- Understanding the Importance of the Customer Service Function in KAM
- Relationship Selling: Rethinking the KA Sales Force
- Performance Challenges and Measurement Criteria



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.