



**Accredited  
Certification  
International  
Limited**

# Key Account Management



**Key Account Manager needs a clearly defined, timely and dynamic approach to the planning process not just for the present but especially for the future. This training course offers an insight into the key strategic and operational processes as well as the marketing principles that will enable delegates to understand the importance of getting the strategy right.**

**1 Day**

## Objectives

- The aim of this course is to help participants build up their key account skills so that they can achieve an ongoing, long term and more profitable key account relationships.

## Target Audience

- Staff who new to keeping key accounts or equipping with new skills and methods to keep the major clients, preventing them from being robbed away by other competitors in the industry.

## Details

- situation analysis
- preparing strategy by thinking, planning, operating objectives and developing initiatives
- implementation, planning and account penetration
- understanding the market process
- managing buyer relationships
- designing and presenting winning proposals
- learn to develop long-term relationships
- understanding individual account behavior and motivation
- identify and capitalize on selling opportunities

## Methodology

Presentation and experience sharing

## Venue

ACI training centre