

MARKETING & COMMUNICATION | COURSE BROCHURE

Key Account Management

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

A small number of strategic customers often generate a large share of an organisation's revenue and profit. Key account management provides a structured approach to growing and protecting these relationships. This course covers key account selection, customer analysis, relationship mapping, value proposition development, account planning, negotiation and cross-functional coordination. Participants build a practical key account plan for one of their own customers and practise the conversations that create long-term partnerships.

Treating important customers like ordinary accounts leads to lost opportunities and vulnerability to competitors. This course gives you the tools to understand your key customers' businesses, create mutual value and manage complex relationships across multiple decision-makers.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses account analysis tools, relationship mapping workshops, negotiation role plays, case studies and development of a complete key account plan.

Course objectives

By the end of this course, participants will be able to:
• Explain the principles and benefits of key account management
• Select and segment key accounts using clear criteria
• Analyse a customer's business, needs and buying process
• Map relationships and influence across the customer organisation
• Develop value propositions and key account plans
• Negotiate and manage long-term strategic partnerships



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Target audience

This course is suitable for:
- Key account managers and account directors
- Sales managers and senior sales professionals
- Business development managers
- Customer success managers
- Commercial managers working with strategic customers

Target competencies

Participants will develop competencies in:
- Account selection and segmentation
- Customer business analysis
- Relationship mapping
- Value proposition design
- Account planning
- Strategic negotiation

Course outline

Day 1: Foundations of Key Account Management

09:00–09:54	Key account management versus traditional selling
09:54–10:48	Stages of key account relationships
10:48–11:00	Selecting and prioritising key accounts
11:00–11:30	**Coffee break**
11:30–12:12	Selecting and prioritising key accounts (continued)
12:12–13:06	Roles and skills of the key account manager
13:06–14:00	Exercise: Key account portfolio analysis

Day 2: Understanding the Customer

09:00–09:54	Analysing the customer's industry, strategy and challenges
09:54–10:48	Customer value chain and buying process
10:48–11:00	Identifying needs, pain points and opportunities



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11:00–11:30	**Coffee break**
11:30–12:12	Identifying needs, pain points and opportunities (continued)
12:12–13:06	Customer profitability analysis
13:06–14:00	Workshop: Customer analysis for your key account

Day 3: Relationships and Influence

09:00–09:54	Mapping decision-makers, influencers and users
09:54–10:48	Building multi-level relationships
10:48–11:00	Managing internal teams around the account
11:00–11:30	**Coffee break**
11:30–12:12	Managing internal teams around the account (continued)
12:12–13:06	Handling difficult stakeholders
13:06–14:00	Role play: Engaging a senior customer executive

Day 4: Creating Value and Account Plans

09:00–09:54	Developing tailored value propositions
09:54–10:48	Account objectives, strategies and action plans
10:48–11:00	Co-creating value with customers
11:00–11:30	**Coffee break**
11:30–12:12	Co-creating value with customers (continued)
12:12–13:06	Measuring account performance
13:06–14:00	Exercise: Writing a key account plan

Day 5: Negotiation and Long-Term Partnership

09:00–09:54	Preparing for strategic negotiations
09:54–10:48	Pricing, contracts and value-based selling
10:48–11:00	Business reviews and relationship governance



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11:00–11:30	**Coffee break**
11:30–12:12	Business reviews and relationship governance (continued)
12:12–13:06	Recovering at-risk accounts
13:06–14:00	Capstone: Presenting your key account plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,450.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Paris Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,860.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Amsterdam Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,540.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Singapore Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,820.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
London Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Dubai Confirmed dates	15 Feb 2027	19 Feb 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,650.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Rome Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,450.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,450.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Paris Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,860.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,650.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**
Amsterdam Confirmed dates	3 May 2027	7 May 2027	**€2,540.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Rome Confirmed dates	10 May 2027	14 May 2027	**€2,450.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Singapore Confirmed dates	17 May 2027	21 May 2027	**€2,820.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
London Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Dubai Confirmed dates	21 Jun 2027	25 Jun 2027	**€3,150.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,890.–**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,450.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,860.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,540.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Vienna Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,940.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Singapore Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,820.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.–**
London Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.–**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.–**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.–**
Frankfurt Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,650.–**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,450.–**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,840.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Paris Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,860.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Istanbul Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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