

MARKETING & COMMUNICATION | COURSE BROCHURE

Strategic Account Planning Workshop

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Large accounts deserve structured plans built with cross-functional input. In this practical workshop, participants build a real account plan for one of their key customers: customer business analysis, relationship mapping, needs and opportunities, value proposition, competitive position, objectives and an action plan, with coaching and peer challenge.

Most key accounts are managed reactively. You will leave with a strategic plan to grow your most important customer relationship.

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

Workshop format using participants' own accounts, templates, coaching and peer review.

Course objectives

By the end of this course, participants will be able to:
• Analyse the customer's business and strategy
• Map decision makers and relationships
• Identify needs and growth opportunities
• Develop a tailored value proposition
• Assess competitive position
• Build an account action plan

Target audience

This course is suitable for:
• Key account managers
• Business development managers
• Sales directors
• Account teams
• Customer success managers



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Target competencies

Participants will develop competencies in:

- Customer analysis
- Relationship mapping
- Opportunity identification
- Value proposition
- Account planning

Course outline

Day 1: Customer Business

09:00–10:08	Customer strategy and challenges
10:08–11:00	Industry trends
11:00–11:30	**Coffee break**
11:30–11:45	Industry trends (continued)
11:45–12:53	Customer financial performance
12:53–14:00	Workshop on own account

Day 2: Relationships

09:00–10:08	Decision making units
10:08–11:00	Relationship mapping
11:00–11:30	**Coffee break**
11:30–11:45	Relationship mapping (continued)
11:45–12:53	Gaps
12:53–14:00	Workshop

Day 3: Opportunities

09:00–10:08	Needs analysis
10:08–11:00	White space
11:00–11:30	**Coffee break**



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11:30–11:45	White space (continued)
11:45–12:53	Prioritisation
12:53–14:00	Workshop

Day 4: Value and Competition

09:00–10:08	Value proposition
10:08–11:00	Competitive position
11:00–11:30	**Coffee break**
11:30–11:45	Competitive position (continued)
11:45–12:53	Risks
12:53–14:00	Peer challenge

Day 5: Account Plan

09:00–10:08	Objectives
10:08–11:00	Action plan
11:00–11:30	**Coffee break**
11:30–11:45	Action plan (continued)
11:45–12:53	Internal support
12:53–14:00	Final presentations

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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Rome Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Barcelona Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,840.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Vienna Confirmed dates	10 May 2027	14 May 2027	**€2,940.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	31 May 2027	4 Jun 2027	**€2,840.-**
Online Confirmed dates	31 May 2027	4 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.-**
Cape Town Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,890.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,540.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Rome Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,450.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Dubai Confirmed dates	27 Sept 2027	1 Oct 2027	**€3,150.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
London Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,450.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

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Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

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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View the latest course details online