

Key Account Management (KAM)

Amsterdam

8 - 12 December 2025

UK Training

PARTNER



Key Account Management (KAM)

Code: CC28 From: 8 - 12 December 2025 City: Amsterdam Fees: 4200 Pound

Introduction

In today's fast-paced business world, Key Account Management KAM is one of the most critical areas for fostering sustainable relationships between companies and their most important clients. This Key Account Management training course provides a unique opportunity for individuals seeking to sharpen their skills in this strategic discipline. The KAM program is designed to transform participants into high-performing business advisors and relationship managers who can deliver exceptional value to key accounts while maximizing profitability and minimizing the time and costs associated with managing these accounts.

By the end of this course, participants will have the skills and knowledge to implement effective account management strategies, build long-term client relationships, and use advanced techniques, such as the KAM Sutra, to strengthen their partnerships. Whether you are aiming for a KAM certification or looking to enhance your key account management expertise, this course will equip you with the tools you need to succeed.

Course Objectives

This Key Account Management training course is designed to help participants achieve the following key objectives:

- Understand the importance and functions of key accounts for the commercial organization and how to manage them effectively.
- Identify and prioritize key accounts based on profitability and strategic importance, using advanced analysis techniques.
- Develop customer-centric strategies that enhance the way you manage and engage with key accounts.
- Build core competencies in key account management, allowing you to meet the evolving challenges in the marketplace.
- Learn best practices for account qualification and strategic planning to ensure optimal results from your key accounts.

Course Outlines

Day 1: Introduction to Key Account Management KAM

- What is Key Account Management KAM and why is it important?
- Understanding the difference between Strategic Account Management and Key Account Management.
- How to define and qualify Key Accounts KA using specific criteria.
- The role of Customer Relationship Management CRM in enhancing customer loyalty and profitability.
- Key concepts such as Customer Acquisition Costs and Lifetime Value LTV.

Day 2: Account Analysis and Selection

A graphic of a chessboard with several pawns. In the foreground, a gold king piece stands prominently. Behind it, a silver pawn and a gold pawn are visible. The background shows concentric circles emanating from the center of the board.

UK Training
PARTNER

- Best practices in KAM: How to identify and prioritize key accounts.
- Methods for Account Analysis: The Single Factor Models, Portfolio Models, and Decision Models.
- Key Performance Indicators KPIs to use when qualifying key accounts.
- Understanding Cost per Call, Break-even Sales Volume, and Result-based Simulations for effective decision-making.

Day 3: Developing Key Account Relationships

- The Key Account Relational Development Model: Understanding the stages of relationship development.
- The five key stages: Pre-Relationship, Early Relationship, Mid-Relationship, Partnership, and Synergetic Relationship.
- The importance of KAM Sutra techniques in building mutually beneficial partnerships.
- Knowing when and why to divest from partnerships that no longer align with strategic goals.

Day 4: The Key Account Planning KAP Process

- Two layers of planning: Tactical and strategic planning for key accounts.
- Analyzing critical aspects of the business, including Customer Analysis, Past Business Analysis, and Competitive Analysis.
- SWOT and TOWS analysis to identify opportunities and develop a strategic account plan.

Day 5: The Critical Role of Key Account Managers

- Key Account Manager responsibilities and the skills needed to excel in this role.
- How to optimize your daily tasks to boost sales productivity and manage key accounts effectively.
- Understanding and working with different customer personality types.
- Presentation skills for effectively communicating and building strong relationships with key accounts.

Why Attend This Course? Wins & Losses!

Advantages of Key Account Management are immense, and this course will show you how to harness the full potential of your key accounts. Here's why you should attend:

- Learn advanced techniques to strategically manage and develop key accounts that can lead to long-term, profitable partnerships.
- Gain practical skills to help you prioritize key accounts and determine which relationships should be nurtured for maximum growth and profitability.
- Develop a deep understanding of account management strategy, focusing on how to reduce costs and increase customer lifetime value.
- Walk away with an accredited KAM certificate that will enhance your professional credibility and open up new career opportunities.
- Improve your ability to analyze, plan, and execute a key account management strategy that delivers measurable business results.

By attending this Key Account Management workshop, you will learn how to build relationships that drive growth and profitability while minimizing risks and optimizing resources.

Conclusion

A graphic of a chessboard with several chess pieces. In the foreground, there are three pieces: a silver pawn, a silver knight, and a gold king. The background shows a checkered pattern with concentric circles emanating from behind the pieces.

UK Training
PARTNER



The Key Account Management KAM course is a critical investment for anyone looking to elevate their career in account management or enhance their company's ability to manage and grow relationships with key clients. Whether you are a seasoned professional or new to the field, this account management course provides essential knowledge and practical tools to ensure success in this pivotal role.

With the KAM certification, you'll be well-equipped to lead successful strategies that align with both your organization's goals and the needs of your clients. Learn how to become a high-impact Key Account Manager, and take the next step in your career by mastering the art and science of Key Account Management.

If you're ready to take your career to the next level, this is the course for you. Register now and join a growing network of professionals who are shaping the future of Key Account Management!

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The board is checkered and has a subtle grid pattern. The text 'UK Training' is in a small, sans-serif font, and 'PARTNER' is in a large, bold, sans-serif font.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)
(Switzerland)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior,
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

