

Key Account Management (KAM)

Manama (Bahrain)

17 - 21 August 2025

UK Training

PARTNER



Key Account Management (KAM)

Code: CC28 From: 17 - 21 August 2025 City: Manama (Bahrain) Fees: 3700 Pound

Introduction

This course is designed to transform participants into business advisors and high yielding and profit-generating relationship managers whom clients rely on and companies value. The course shows participants how to build long-term, value-based relationships with large accounts, penetrate them for additional business, and maximize the revenue they generate while reducing the time and costs of managing them. The course also provides a strong focus on quantitative approaches to account qualification and account planning best practices.

Course Objectives of Key Account Management KAM

- Define the functions of key accounts and their importance for the commercial organization
- Identify and prioritize key accounts to measure their profitability and qualify their strategic importance for their company
- Classify the different levels of customer relationships to enhance the way they interface with customers
- Develop customer-focused plans and strategies needed in the development of key accounts
- Build core key account competencies to meet the ever-changing challenges in the market

Key Account Management KAM Course Outlines

Day 1

Key Account Management KAM defined

- The changing nature of sales force activity
- Definition of key account management
- Criteria for qualifying Key Accounts KA
- Strategic accounts versus key accounts
- Objectives of KAM
- Managing customer profitability and Customer Relationship Management CRM
 - Definition and goals of CRM
 - The value of loyalty
 - Acquisition costs and lifetime value LTV

Day 2

Account analysis: defining and selecting KA

- KAM: best-practice actions
- Account analysis insights
- Account analysis methods
 - The single factor models
 - The portfolio models

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- The decision models
- Important 'KPIs' for KA qualification
 - Computing the cost per call
 - Break-even sales volume
 - Result-based simulation

Day 3

Key account relational development model

- Business partnership defined
- The partnership skillset
- The KA relational development model
 - Pre-relationship stage
 - Early relationship stage
 - Mid-relationship stage
 - Partnership relationship stage
 - Synergetic relationship stage
- Reasons for divesting partnerships
- The KA quiz

Day 4

The Key Account Planning process KAP

- Two layers of planning
- Prioritizing efforts
- Important business analysis
 - Customer analysis
 - Past business analysis
 - Competition analysis
- Identifying opportunities
 - 'SWOT' analysis
- Developing an account strategy
 - 'TOWS' analysis

Day 5

The critical role of key account managers

- Understanding the role and responsibilities of key account managers
- Harnessing daily to-do-lists to optimize sales productivity
- Identifying and working with different personality styles
- Presentation skills for key account managers

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)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



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)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



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



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

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

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

