BLACKBIRD FOR TRAINING

Key Account Management (KAM)

30 November – 4 December 2026
Barcelona (Spain)



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Ref: 3075_157622 **Date:** 30 November – 4 December 2026 **Location:** Barcelona (Spain) **Fees:** 5200 GBP

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 manager 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

- 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'll learn how to build relationships that drive growth and profitability while minimizing risks and optimizing resources.

Conclusion

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!

