

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Key Account Management: Establishing Profitable Customer Relationships

Code	City	hotel	Start	End	price	Language - Hours
SM-309SA	Abha	Hotel Meeting Room	2027-07-25	2027-07-29	9950 SR	En - 25

Program Objectives:

By the end of the program, participants will be able to:

- Improve margins and keep more profit.
- Prioritize efforts for maximum results.
- Develop a sales plan for each strategic (key) account to fully satisfy client needs and maximize customer value.
- Lead the buying process and close more sales.
- Maximize human capital utilization.
- Identify, evaluate and prioritize opportunities for business and relationship development.

This Program is designed for:

Account managers, sales managers, sales people who are managing Key Accounts or have limited experience in managing accounts customers in a Business to Business environment. This program is worth 25 NASBA CPEs.

Note: Fundamental sales skills are assumed and will not be covered on this course.

Program Outline:

Key Account Management
• What is a Key Account?
• Who Makes the Rules for Qualifying Key Accounts?
• Overview of Key Account Management: Business Perspectives and Trends; Customer Expectations; Profitable Growth Strategies

Account Analysis, A Necessary Step Towards Defining and Selecting KA
• The Single-Factor Models
• The Portfolio Models
• The CALLPLAN Model
• Cost per Call and Break-Even Sales Volume Computation
• Selection Criteria and Measuring Attractiveness
• Use of Resources versus Cost to Serve

The Key Account Relational Development Model
• The Pre Relationship Stage
• The Early Relationship Stage
• The Mid Relationship Stage
• The Partnership Relationship Stage
• The Synergetic Relationship Stage

The Account Planning Process
• The Account Planning Process Criteria
• Analyze the Customer, Past Business, and Competition
• The Competitive Analysis Matrix
• The Customer Expectation Benchmark Matrix
• Developing Account Strategies
• Use of SWOT and TOWS Analysis
• Strategy Development Tools

The Critical Role of Key Account Managers
• Understanding the Role and Responsibilities of KAMs
• Building and Leading Effective Key Account Teams
• Maximizing Sales through Effective Negotiation
• Negotiation Skills and Tactics
• Building Long-Term Customer Relationships and Trust
• Understanding the Importance of the Customer Service Function in KAM
• Relationship Selling: Rethinking the KA Sales Force
• Performance Challenges and Measurement Criteria

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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