



Brought to you by  
**informaconnect**

HYFLEX LEARNING



In-Person. Virtual. Your Choice.

# CERTIFICATE IN KEY ACCOUNT MANAGEMENT

*Build, sustain and nurture strategic client relationships to increase margins, improve sales and ensure ongoing customer loyalty*



DUBAI, UAE **OR** ATTEND REMOTELY  
For the latest Open Enrollment Schedule, [please click here](#)

**A HYFLEX Course – A Training Solution That Gives You  
The Freedom To Choose Your Learning Environment**



Earn your  
Digital  
Certification

**SPECIAL OFFERS  
AVAILABLE**



**Informa  
AllSecure**

This course is produced to the  
Informa AllSecure Standard

# COURSE INFORMATION

## COURSE OVERVIEW

Increasingly, companies do the most of their business with fewer customers than ever before, so it is of paramount importance to acquire, grow and retain these key accounts. Not only are they your most important clients, they are also the ones at most risk of attack from your competition. The loss of one major account could have a disastrous effect on your survival, conversely acquiring an extra one can double profitability. In many companies, multiple lines of business have meant that some of their key clients are handled by different individuals leading to confusion amongst customers as to who they are really dealing.

Developing your strategic plans and your key account managers' skillset must therefore, be a priority to enable you to build sustainable relationships, create excellent customer retention, improve sales, increase margins and ensure ongoing customer loyalty. Key account management needs a strategic planning approach that goes way beyond traditional selling. Modern key account managers need to deploy a range of business, communication and relationship building skills to maximise the value of strategic planning.

This course provides delegates with the strategies and skills needed to ensure that key account relationships are nurtured into highly valued partnerships. You will use best practice principles to complete the individual assessments, account audits and account plans needed to maximise opportunities and to protect your key accounts from competitor attack.

## DIGITAL BADGE



Earn your Digital Certification and broadcast your your achievement to your peers. Sharing badges is quick, easy and enhances your professional presence online. Create a custom message and let everyone know why your accomplishment is important with our Informa Digital Badging.

## COURSE METHODOLOGY

**Certificate in Key Account Management** is a highly practical and interactive programme consisting of three days of intensive learning which builds on participants existing experience.

The workshop provides participants with a set of practical skills and tools to help them become highly effective Key Account Managers and deliver increased revenue for their organisation and to create superior value for their clients.

## REQUIREMENTS AND CERTIFICATES

Delegates must meet two criteria to be eligible for an Informa Certificate of Completion for a course:

- Satisfactory attendance – delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course exam
- Successful completion of the course assessment.

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

"It was great and the best course I have been in so far. David was very helpful and easy to communicate with. Also, he was very engaging and connected what he was teaching us with our day to day activity."

*Senior Talent and Development Manager, AXA Insurance (Gulf)  
BSC, UAE*

## LEARNING STYLE

This is an experiential course underpinned with straightforward theory and practical activities that can be directly applied by participants to their own working environment. The learning model is based on the idea that people learn best through their experience and so each key element is introduced using a personal experience for the participants that makes it “real”.

The training is grounded in the models that explains how the participants’ specific experience can be generalised for broader application. Practical templates are provided to help participants apply this in their work.

At the end of the course, participants will build a personal action plan that they will execute during the following weeks and agree a personal continuing development plan for discussion with their line manager.

## KEY BENEFITS OF ATTENDING

1. Manage the attitude of your team for an improved performance
2. Hold highly effective conversations with clients that uncover the maximum opportunity for their business
3. “Read” other people and identify how they prefer to receive information and make decisions, and be able to deliver information in the most effective manner
4. Analyse a Key Account and build a growth strategy and plan, including a customer relationship development map and an action plan
5. Conduct effective negotiations that deliver a win-win result in an ethical fashion

## LEARNING OUTCOMES

### As a result of attending this course, participants will know:

1. The characteristics of successful Key Account Management
2. The critical skills needed to exceed performance goals and deliver superior value to your clients and your own organisation
3. The 6 Skills:
  - Managing attitude – being at the top of our game
  - Effective conversations – focussed listening and ODDESA™
  - Managing the buying process
  - Reading people, buyer roles and relationship mapping
  - Key Account growth strategy – planning and executing (including competitive strategy)
  - Execution – making every minute count to maximise personal productivity
4. How to understand and manage the customer's buying process
5. How to understand the buyer roles and psychologies
6. How to build a compelling value proposition
7. How to help the client build a compelling business case
8. How to differentiate from the competition and define a competitive strategy

### Senior management in the organisation will be able to tell that the course has been successful because:

1. The participants are more confident and knowledgeable in their approach towards their role and are clear about the development of their key accounts.
2. Opportunities on key accounts are very well managed. The pipeline is more predictable and forecasts more accurate. Key Account Managers are clear about the qualification of opportunities and the stage in the sales process and are confident about the likelihood of successful closure
3. Key Account Managers become better at meeting and exceeding their targets and growing their accounts
4. Relationships with key account customers become deeper and more strategic and customers become more loyal
5. Participants are more self-motivated as they grow their skill in managing their attitude. They are more effective and manage their time and priorities better.

# COURSE OUTLINE

**Course Timings:** The course will commence at 9:30 on Day One and end at 16:30 GST (GMT+4). There will be short refreshment breaks and an hour long break at 12:45.

## **Understanding The Key Attributes Of A Successful Key Account Manager – Strategic Value Creation, Virtual Leadership, Political Entrepreneurship, Account Growth Planning And Execution**

- Introduction to Key Account Management Attributes of successful KAMs. How is Key Account Management different from selling – how is it the same?
- The critical skills to be developed – self-assessment
- Managing your own mind-set to maximise performance. Recovering attitude when things go wrong – how to ensure we are always at the top of our game
- Key account profiling – Acquisition, Growth, Retention
- Strategic Value Creation – understanding the client as a system for creating value and how to identify the contribution you can make to their challenges

## **Political Entrepreneurship – How To Diagnose The Client's Political System And Understand How They Function As An Organisation. How Major Decisions Get Made And How To Help Them Make The Best Decisions For Their Business. How This Will Help You To Become A Truly Trusted Adviser**

- Managing the Buying process – helping customers make the best decision
- Focussed listening – How to really get the customers attention
- Reading people – The psychology of customers and the key to providing the right information and getting the right decision
- Buyer Roles – Understanding the different roles people play in the buying decisions and how to address the political agendas in a large and complex client
- Customer relationship mapping – building a strategy and action plan to address the customer's internal politics

## **Key Account Growth Strategy – Understanding The Client System, Value Chain And Pressures For Change**

- Building an account diagnosis
- Identifying and developing the client's strategic initiatives together with the specific value propositions that relate to each one
- Developing an account impact assessment
- Competitor analysis – differentiation and strategy

## **Virtual Leadership – How To Lead Both Your Client's Organisation And Your Own In The Absence Of Formal Authority – How To Influence And Deliver Your Vision, Goal And Strategy, To Exceed Expectations**

- Creating a vision of the future that is shared by the client as well the team in your own organisation that you will need to deliver it
- Nurturing the brand and identity for your Key Account
- Managing the delivery of your plans and strategy – Developing, communicating and monitoring the delivery

"A very informative course. David answered all my questions. He is the best for topics in Key Account and Sales Management."

*Product Specialist, Farouk, Maamoun Tamer & Co., KSA*

"It was one of the most smooth learning experiences I ever had. I found the course topic very interesting and definitely would recommend it."

*Key Account Manager, AXA Insurance (Gulf) BSC, UAE*

# EXPLORE THE NEXT GENERATION OF CORPORATE TRAINING WITH INFORMA'S HYFLEX LEARNING SOLUTION

## WHAT IS HYFLEX?

*HyFlex brings together the best of both worlds to give you the choice to attend our world-renowned courses either In-Person or Remotely*



**Informa HyFlex** is an instructional model that combines face-to-face and remote learning, giving learners the option of attending sessions either In-Person\* or synchronously Online.

### **Bridging the gap between In-Person and Remote Learning**

The model provides rich face-to-face experience for In-Person attendees and promotes meaningful engagement for Remote learners at the same time. Our trainers are skilled at addressing two audiences simultaneously, ensuring you are engaged in the content and activities whether you are in the training room or attending remotely.

### **High-quality engagement**

- Three-way communication and engagement between the facilitator, In-Person learners and Remote learners
- The course content is modularised to make learning conducive to In-Person and Remote learners
- Both In-Person and Remote learners will collaborate on activities, exercises, and case studies using the learning platform and other interactive tools like Mentimeter and Mural

# CERTIFICATE IN KEY ACCOUNT MANAGEMENT

HYFLEX COURSE FEE		
COURSE	ATTEND IN-PERSON	ATTEND REMOTELY
CERTIFICATE IN KEY ACCOUNT MANAGEMENT	US\$ 5,445	US\$ 2,740

Pricing excludes 5% VAT, charged where applicable.

**\*ASK ABOUT OUR EARLY BIRD DISCOUNTS**

**FOR SPECIAL OFFERS AND DISCOUNTS:**

Call: +971 55 176 0524  
Email: [a.watts@informa.com](mailto:a.watts@informa.com)  
Visit Website: [www.informa-mea.com/training/special-offers](http://www.informa-mea.com/training/special-offers)

**WANT TO RUN THIS COURSE IN-COMPANY?**

Call: +971 4 407 2624  
Email: [cts@informa.com](mailto:cts@informa.com)

MK/AA | MARKETING, SALES & COMMUNICATIONS

© Copyright Informa Middle East Ltd

## ABOUT INFORMA ALLSECURE

Informa AllSecure is Informa's approach to enhanced health and safety standards at our events following COVID-19. From trainers to delegates, speakers, visitors and journalists, those who come to our events come to connect, learn, know more and do more business, effectively and safely.



The standards and practices that make up Informa AllSecure are designed to provide confidence that at this event, we are striving to provide the highest standards of safety, hygiene, cleanliness and quality.

Read more about it here: [www.informa-mea.com/allsecure/](http://www.informa-mea.com/allsecure/)

## CERTIFICATE

Delegates who attend all sessions and successfully complete the assessment, will receive an Informa Certificate of Completion. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

## AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

## REGISTRATION, PAYMENTS AND CANCELLATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include luncheon and refreshments for in-person learners. All registrations are subject to our terms and conditions which are available at [www.informa-mea.com/terms](http://www.informa-mea.com/terms). Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit [www.informa-mea.com/terms](http://www.informa-mea.com/terms)

All cancellations must be sent by email to [register-mea@informa.com](mailto:register-mea@informa.com) marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit [www.informa-mea.com](http://www.informa-mea.com)