



# Certificate in Key Account Management

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

Course Level: Advanced



Duration: Four Days  
Attend In-Person or Live Digital

In partnership with



EARN UPTO 24 CPD POINTS

# 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.



# Course Information

## Education Partner



Established in 1996, The CPD Certification Service is the independent CPD accreditation centre working across all sectors, disciplines and further learning applications and supports policies of institutional and professional organisations globally.

CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up-to-date. This course is an accredited Continuing Professional Development (CPD) training which means it meets CPD standards and benchmarks. The learning value has been scrutinised to ensure integrity and quality.



## 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.

## On This Course You Will:

- Manage the attitude of your team for an improved performance
- Hold highly effective conversations with clients that uncover the maximum opportunity for their business
- “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
- Analyse a Key Account and build a growth strategy and plan, including a customer relationship development map an action plan
- Conduct effective negotiations that deliver a win-win result in an ethical fashion

## 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.

# Course Information

## Learning Outcomes

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

- The characteristics of successful Key Account Management
- The critical skills needed to exceed performance goals and deliver superior value to your clients and your own organisation
- The 6 Skills:
  - i. Managing attitude – being at the top of our game
  - ii. Effective conversations – focussed listening and ODDESA™
  - iii. Managing the buying process
  - iv. Reading people, buyer roles and relationship mapping
  - v. Key Account growth strategy – planning and executing (including competitivestrategy)
  - vi. Execution – making every minute count to maximise personal productivity
- How to understand and manage the customers buying process?
- How to understand the buyer roles and psychologies?
- How to build a compelling value proposition?
- How to help the client build a compelling business case?
- 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:

- The participants are more confident and knowledgeable in their approach towards their role and are clear about the development of their key accounts
- 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
- Key Account Managers become better at meeting and exceeding their targets and growing their accounts
- Relationships with key account customers become deeper and more strategic and customers become more loyal
- 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 Information

## Course Requirements and Certificates

Delegates must meet two criteria to be eligible for an Informa Connect Academy (ICA) Certificate of Completion:

- **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 assessment
- **Successful completion of the course assessment** - Assessments will be ongoing and based on in-class participation and activities

Delegates who do not meet these criteria will receive an ICA Certificate of Attendance. If delegates have not attended all sessions, the certificate will clearly state the number of hours attended. In-person delegates will receive a printed (or hard copy) certificate and digital delegates will receive a soft copy.

## Course Schedule

The course will commence at 9:30 and end at 16:30 GST (GMT+4). There will be short refreshment breaks and an hour-long lunch break at 12:45.



# Meet Your Course Director



**Anita Banghard**

A Talent Development professional with over 15 years' experience in supporting and developing individuals and organisations to grow and achieve their goals. Supporting transformational change, ensuring organisations are prepared not just through its people but also through their processes, product and cultural mindset.

Anita has developed talent through training, assessments, psychometrics, feedback and coaching and well as defining competency frameworks and job profiles to help support and drive organisational growth and stability. Anita has developed herself within the talent development arena both within organisations and in a consultative capacity, having worked with both private and public sector organisations within UK and EMEA regions. Having been in the Middle East for 9 years she has supported diverse organisations and entities, in identifying key areas of focus and in return set up and develop commercially viable learning solutions.

As an accredited Coach, Anita has supported growth and development at all levels in both global and regional organisations, identifying inhibitors of growth, supported the growth and instilled confidence in others to help them realise and achieve their full potential.

Business Psychology Consultant and Career Consultant for leading medical group in the UAE, driving people agenda. Designing and delivering bespoke leadership training. Head of Learning and Development. A leader who understands the needs of an organisation as well as their growth agenda, and works collaboratively to help drive more efficient, effective and focused leaders through training, coaching and feedback. Whilst she adopts a traditional format to training, programmes are designed using a blended learning approach to allow for more enhanced transfer and application into the workplace.

## **Qualifications & Achievements:**

- CIPD Level 5 Diploma in Human Resource Management
- EQi.2.0 from PSI Online Middle East
- MBTI from PSI Online Middle East
- Assessor Skills from PSI Online Middle East
- Level A and Level P from PSI Online Middle East
- Advanced Certificate in Coaching Practice from Acorn Principles
- Prince 2 Practitioner from APMG
- Level B MBTI and 16PF from OPP
- Train the Trainer from TFA

## **Educational Background:**

- MSc in Occupational Psychology from the University of Hertfordshire, UK
- Introduction to Teaching English as a Foreign Language from Bedford College, UK
- BSc (Hons) in Psychology from Thames Valley University, UK

# Course Outline

## **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 mindset 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
- Focused 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

# Certificate in Key Account Management

APPLY  
NOW

Attend In-Person	Attend Live Digital
US\$ 5,445	US\$ 3,025

Pricing excludes 5% VAT, charged where applicable.

[To Register Click Here](#)

For Special Offers And Discounts:

Call: +971 55 176 0524  
Email: [MEenquiries@informa.com](mailto:MEenquiries@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)

## ABOUT INFORMA CONNECT ACADEMY

**Informa Connect**  
**Academy**

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

## ABOUT PRICING AND DOCUMENTATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. 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

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 <https://informaconnect.com/terms-of-use/>. 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.informaconnect.com](http://www.informaconnect.com)

## MARKETING, SALES & COMMUNICATIONS

© Copyright Informa Middle East Ltd



**Informa Connect**  
**Academy**

If you have any questions about the course  
or applying, please contact us on:



[www.informacconnect.com/academy](http://www.informacconnect.com/academy)



[register-mea@informa.com](mailto:register-mea@informa.com)



+971 4 408 2894

APPLY  
NOW