



*Training Course:
Account Management*

*22 - 26 September 2025
Milan (Italy)*

Training Course: Account Management

Training Course code: SM234874 From: 22 - 26 September 2025 Venue: Milan (Italy) - Training Course Fees: 5500 € Euro

Introduction:

Account Management skills are of paramount importance if you wish to see exponential growth in your sales career. Customers relationship helps you get that lead during your bad days. Account Management also helps improve your relationship management skills and grow your network. If you are in B2B Sales and wish to accelerate your growth with the right foundation, this course is JUST for you!

This groundbreaking course lays down the foundation of Account Management for entry-level, mid-level sales professionals.

It will help sales associates who wish to move to a more impactful role, get added responsibilities, and be well paid.

Course Objectives:

By the end of this Training Program you will learn

- Precisely what Key Account Management IS and what it is not.
- Why Key Account Management is a necessary way forward
- How Account Management offers the opportunity to maximize?
- How to dispassionately classify all your customers and how to deploy value and profit-creating tactics for them all
- How to lead a team to create compelling lasting value for all accounts, not just a few
- How to recruit Key Account Managers, the attributes it requires, and how to find them

Who Should Attend?

This workshop will be particularly valuable for;

- Sales Managers
- Marketing Managers
- Marketing Directors
- Business Development Professionals
- Territory and Account Sales Representatives

- Key Account Managers
- Global Account Managers

Course Outlines:

Day 1:

- Learn how to deploy key account strategies via Strategic Account Plans SAPs
- How to Complete a Key Account Plan
- How to Classify Accounts dispassionately and How to Assign Resources and Tactics accordingly

Day 2:

- Learn the concept of account mapping.
- How to Understand the Mind of the Customer
- Understand How the Customer makes Decisions, the Processes, the Politics, and the Persuasion needed

Day 3:

- Learn the concept and use of Sales Intensity Plans SIPs
- Understand Which Customers DO NOT Get a Good Service
- Understand How to Build Trust

Day 4:

- Understand How to be Persuasive
- Learn how to formulate annual sales plans - strategies
- Understand How to Use Consultative Selling Skills

Day 5:

- Understand How to Transition from "Supplier" to "Trusted Partner"
- Learn about RFPs & how to manage them
- Full Revision
- Certificates

Registration form on the Training Course: Account Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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