



*Training Course:
Account Management*

*6 - 10 July 2026
Madrid (Spain)*

Training Course: Account Management

Training Course code: SM234874 From: 6 - 10 July 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip sales and business professionals with the strategic skills required to manage and grow key accounts effectively in competitive B2B environments.

Account Management is a critical driver of sustainable revenue growth. Strong client relationships not only ensure business continuity during challenging periods but also open doors to new opportunities, referrals, and long-term partnerships.

This program provides a structured foundation in Key Account Management KAM, enabling participants to transition from transactional selling to strategic partnership management. It is particularly valuable for professionals aiming to expand their roles, increase their impact, and accelerate their career progression in sales and business development.

Course Objectives

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

- Clearly understand the concept of Key Account Management and its strategic importance
- Differentiate between traditional sales and strategic account management approaches
- Classify and prioritize accounts based on value, potential, and profitability
- Develop and implement Strategic Account Plans SAPs
- Apply account mapping techniques to understand client structures and decision-making processes
- Build trust and long-term value with key clients
- Utilize consultative selling approaches to enhance client engagement
- Lead account strategies that maximize value across multiple stakeholders
- Manage RFP processes effectively and position as a strategic partner

Target Audience

This program is designed for:

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

Training Outline

Day 1: Foundations of Key Account Management & Strategic Planning

- Introduction to Key Account Management KAM concepts
- Understanding the role of Strategic Account Plans SAPs
- Steps to develop and implement a Key Account Plan
- Account classification and prioritization techniques
- Allocating resources and defining account strategies
- Practical exercise: Building a sample account plan

Day 2: Account Mapping & Customer Insight

- Introduction to account mapping methodologies
- Identifying key stakeholders and influencers
- Understanding customer decision-making processes
- Organizational dynamics, politics, and influence patterns
- Aligning strategies with customer expectations
- Case study and mapping exercise

Day 3: Sales Intensity & Relationship Development

- Introduction to Sales Intensity Plans SIPs
- Identifying under-served and high-potential accounts
- Building trust and credibility with clients
- Strengthening engagement across multiple touchpoints
- Developing relationship management strategies
- Group activity: Relationship-building scenarios

Day 4: Consultative Selling & Strategic Influence

- Principles of persuasive communication in account management
- Developing annual sales and account strategies
- Applying consultative selling techniques
- Identifying client needs and delivering tailored solutions
- Enhancing influence across stakeholders
- Practical role-play exercises

Day 5: Becoming a Trusted Partner & Performance Optimization

- Transitioning from supplier to strategic partner
- Managing RFPs and complex sales processes
- Delivering value-added solutions to key accounts
- Monitoring account performance and growth opportunities
- Program review and integrated case study
- Final assessment and certification

Registration form on the Training Course: Account Management

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