

Key Account Management (KAM)

From Insight to Implementation



Focus on: **The Manager** ☒ **The Specialist** ☒ **Spotlight Programme** ☐ **Hands-on Skills** ☐

Course Overview

This intensive, practical course equips professionals with the knowledge, strategies, and tools needed to manage and grow key customer relationships in complex and competitive environments. Delegates will learn how to select key accounts objectively, understand what drives them, build compelling customer value propositions, and implement sustainable Key Account Management (KAM) strategies. Emphasis is placed on leadership, persuasion, cross-functional team management, and real-world execution.

Course Objectives		This Course is Ideal For:	
1	Define and articulate an effective Key Account Strategy	✓	Account Managers and Key Account Executives
2	Objectively classify customers and identify true Key Accounts	✓	Sales and Business Development Leaders
3	Understand the internal dynamics, needs, and drivers of Key Accounts	✓	Commercial Directors and Client Partners
4	Build and lead high-performing KAM teams	✓	Cross-functional leaders supporting strategic accounts
5	Implement and sustain a successful KAM strategy across the organisation	✓	Marketing, Product and Customer Success professionals involved in account growth

Course Content

Day	Theme	Coverage
1	What is Key Account Management (KAM)?	Gain clarity on what KAM is and isn't. Explore strategy development, stakeholder roles, implementation principles, and common pitfalls to avoid.
2	Selecting Key Accounts	Use a structured, objective approach and proprietary software tool to classify customers, decide on resource allocation, and differentiate between key and non-key accounts. Includes a hands-on classification exercise.
3	Understanding Key Accounts: Needs, Structure & Drivers	Explore customer segmentation, decision-making processes, internal politics, and macro forces. Learn to craft compelling and tailored value propositions.
4	Leading the KAM Function & Developing Capability	Learn how to build and lead effective KAM teams. Understand the core competencies, recruitment needs, personality traits, and development plans for KAM professionals. Includes persuasion and consultative selling.
5	Executing the KAM Strategy	Bring everything together with a framework for implementation. Cover topics such as trust-building, using digital tools, goal setting, planning, and resourcing for long-term success.

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Course Assessment		Certification
Participants will be assessed on:		Upon successful completion of the course, participants will receive a Certificate of Successful Completion , along with a Transcript of Marks showing the performance by grade in each element of assessment and overall.
Participation in sessions		
Completion of exercises & case studies		
Performance in assessments		
Course Instructor		
<p>Following a highly successful career in the Pharmaceutical Industry this speaker has spent over 30 years consulting and training for clients of all sizes from ‘Blue Chip’ Fortune 500 companies down to start-ups. He holds a BSc and an MBA from UK Universities, and he is a Fellow of the Chartered Institute of Marketing (FCIM).</p> <p>The speaker has been nominated as one of the World’s Top Thinkers, Writers and Influencers in Key and Strategic Account Management. He is the author of several books on the subjects of AI in Marketing, Key Account Management and Customer Experience Management.</p>		