

# Advanced Key Account Management and Business Development Course

## Venue Information

---

**Venue:** London UK

**Place:**

**Start Date:** 2026-08-25

**End Date:** 2026-08-29

## Course Details

---

**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-14

## Syllabus

---

### Course Syllabus

#### Introduction

**This program is designed for:**

Marketing and sales professionals, corporate executives, advertising managers, business development managers, sales personnel and others who are involved in commercial activities at all levels of the organization.

#### Objectives

- Define the key account management's main functions and best practices.

- Design and use financial ratios and KPIs to measure their operations effectiveness.
- Use leadership, negotiation and power proposals to leverage their business and lead the national key account team.

## **Content**

### **Key Account (KA) Management: Overview and Best Practices**

- Key Account Management: An Overview
- The New Landscape of Account Management
- Understanding the Buy-Sell Ladder Model
- Key Account Analysis and Qualifying
- The Key Account Manager as a Business Developer
- Understanding and Working the Customer Loyalty Ladder
- Building Client Chemistry with F.O.R.M

### **The Business and KA Planning Process Using the STAR Business Planning Process:**

- Strategic Analysis
- Targets and Goals
- Activities
- Reality Check

### **Re-Defining Your Processes for Breakthrough Results**

- Reengineering Your Team Selling Process to Avoid Mistaking Motion for Action
- Reviewing the Selling Process
- Identifying your Unique Selling Propositions (USPs) and Distinctive Selling Points (DSPs)
- Creating a Competitive Analysis Matrix Using USP and DSP to Neutralize Competition
- Designing and Implementing Key Performance Indicators
- Creating a Balanced Scorecard (Business Performance Audit)

### **Effective Negotiation Skills**

- The Definition of Negotiation
- The Difference Between Persuading and Negotiating
- The Negotiation Process
- The Phases of the Purchasing Decision
- Influencing Decision Criteria
- Effective Concession Management During Negotiation
- Completing Your Negotiation Plan

### **Building and Leading the National Key Account Team**

- Stages in Team Formation

- Practices of Exemplary Leaders (Industry Practices)

## **Writing Business Proposals that Sell**

- Writing a Typical Business Proposal
- Formatting Tips and Tricks for Winning Proposals
- Creating Your Own Proposal Template Using a Suggested Proposal Format Guide