



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 ProcessUsing 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