

# Key Accounts Management

## Course Overview

Key accounts management is a strategic business approach with the objective of ensuring long-term and sustainable business development through profitable partnerships with strategically important customers.

Key accounts management is not an isolated business process.

## Course Outline

- Key Accounts Management Definition
- Key Accounts Management importance and objectives
- Identification of Key Accounts.
- Salesperson's key functions In KAM
- Phase of Effective ways to manage accounts more successfully.
- Buying & political roles.
- Buying Motives.
- Strategic Account management
- Applying Gap analysis on our company & competitors
- Adding value.
- Type of characters handled by KAM
- Handing over an account
- Persuasion & Negotiation to major customer

## Course Objective

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

- Build stronger long term relationships with your customers.
- Know the common accounts management mistakes & how to avoid them.
- Identify customer-thinking process
- Apply selling tactics that match customer's logic
- Handle competition
- Develop customers for further business

## Who Should Attend:

- Anyone who is responsible for managing significant customer accounts, or aspires to develop into a key account role, will benefit greatly from this program.
- Commercially focused managers from other disciplines who have responsibility for liaising with customers as part of an account management team will also benefit from attending.
- Please note: This program focuses on skills & Not strategy
- All newly pointed Key Account sales manager
- Sales whom the manage pig or named accounts

**Duration:** Two days from 9:00AM to 4:00PM

**Registration Deadline:** One week before the course date

**Course Venue**

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

**Registration & Payment:**

- Logon to [www.topbusiness-hr.com/Course\\_Register](http://www.topbusiness-hr.com/Course_Register) to fill a registration form. Alternatively you can request a registration form by mail from: [training@topbusiness-hr.com](mailto:training@topbusiness-hr.com).
- Course fees include material (Soft Copy), light lunch, coffee break and certificate.
- Payment by cheque in Top Business's name, cash to our address or by bank transfer.
- Payment is due within 3 working days from course confirmation. Your registration is confirmed only after course payment
- Payment is nonrefundable, however participant can be substituted or can attend next confirmed round of the same course or another course.

**For More Information**

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