



London TDM

Customer Service and Sales Training Courses

Course Venue: United Kingdom - London

Course Date: From 15 February 2026 To 19 February 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

Key Account Management (KAM) is a vital aspect of modern business strategy that involves managing and nurturing a company's most important clients for mutual long-term success. This 5-day professional course is designed to equip participants with the skills and strategies needed to effectively manage key accounts and maximize business opportunities.

Objectives

- Understanding the principles and importance of key account management.
- Developing skills to build lasting relationships with key clients.
- Learning to analyze and prioritize key accounts for strategic focus.
- Enhancing negotiation and communication skills for better client interaction.
- Implementing strategies to grow and sustain key account relationships.

Course Outlines

Day 1: Introduction to Key Account Management

- Understanding Key Account Management: Definition and Concepts
- The Importance of Key Accounts to Business Success
- Identifying and Classifying Key Accounts
- The Role of a Key Account Manager
- Differences between KAM and Traditional Sales

Day 2: Building Strong Client Relationships

- Establishing Trust and Credibility with Clients
- Effective Communication Strategies
- Understanding Client Needs and Expectations
- Building Long-term Partnerships
- Techniques for Customer Engagement and Retention

Day 3: Strategic Account Planning

- Developing a Key Account Plan
- Setting Objectives and Goals for Accounts
- Analyzing Client Business and Market Trends
- Resource Allocation and Internal Alignment
- Performance Metrics and Evaluation

Day 4: Negotiation and Problem Solving

- Understanding the Negotiation Process
- Effective Negotiation Techniques and Tactics
- Addressing Challenges and Client Concerns
- Conflict Resolution Strategies
- Win-Win Solutions for Client and Organization

Day 5: Growing and Sustaining Key Accounts

- Identifying Growth Opportunities within Key Accounts
- Cross-selling and Up-selling Strategies
- Leveraging Technology in Key Account Management
- Maintaining Competitiveness in Key Account Management
- Reviewing and Adjusting Key Account Strategies