



London TDM

# Customer Service and Sales Training Courses

**Course Venue:** United Kingdom - London

**Course Date:** From 07 June 2026 To 11 June 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