

Strategic Account Management

Course outline

Provided by: Performance Management Consultants – PMC Training



Reference no.	292-27
Duration	2.00 day(s) 12:00 hours ¹
Website link	https://pmctraining.com/training/strategic-account-management/

Maximize revenue, deepen client relationships, and become an indispensable strategic partner.

This advanced 2-day sales program equips sales professionals with the skills to take a strategic approach to account management, reduce competitive threats, and strengthen client retention.

Participants will develop strategic planning frameworks to maximize the return on time invested and create long-term, high-value client partnerships.

Learning outcomes

At the end of this workshop, you will be able to:

- Identify opportunities to expand client partnerships and increase wallet share
- Develop strategic account plans that align with business objectives
- Prioritize key accounts to focus time and resources effectively
- Build customized business cases that drive revenue growth
- Strengthen client relationships through value-driven consultative sales

Workshop topics

Building Blocks

- Value Pyramid
- Partnership Evolution
- Key Account Rep (KAR) Roles
- Return-On-Time-Invested (R.O.T.I.)

Strategic Account Planning

- Goal setting

¹ The course hours reflect teaching time that often correlate with continuing education credits (CEC) or professional development units (PDU). Please check with your profession's governing body, as there is no universal approach.

- Forecasting and time allocation
- Market analysis
- Key account targeting

Strategic Key Account Sales Process

- Account planning
- Opportunity sales
- Business case development

Prerequisites

No formal prerequisites. However, prior experience managing client accounts is an asset.

Who should attend this course?

- Sales professionals looking to deepen and expand client partnerships
- Account managers handling high-value and strategic accounts
- Business development professionals managing long-term revenue growth