MERCURY

Key Account Management (KAM) Certification Course

21 – 25 December 2026
London (UK)



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Key Account Management (KAM) Certification Course

Ref: 5025_268805 **Date:** 21 – 25 December 2026 **Location:** London (UK) **Fees:** 5800 Euro

Introduction

This comprehensive Key Account Management KAM Certification Course is meticulously designed to equip participants with the essential skills to manage Key Accounts effectively in a constantly evolving business landscape.

As technology advances, buyer sophistication and alternative buying channels increase, presenting modern Key Account Managers with unique opportunities to maximize revenue and profitability through strategic account management. The course also delves into learning Key Account Management and its role in contemporary business practices.

Strategic Account Management Certification and Training

Key Account Management Certification is valuable for professionals aspiring to become strategic account managers. This account management certification confirms an individual's proficiency in managing central client relationships and effectively strategizing to meet the clients and the organization's objectives. Our Key Account Management KAM course provides robust training. It immerses participants in the necessary account management tools and KAM requirements to excel in their roles.

Targeted Groups

- Account Managers.
- Sales Managers.
- Salespeople are managing Key Accounts or those with limited experience in strategic Key Accounts Management training, particularly in a business-to-business B2B environment.

Course Objectives

By the completion of this strategic Key Account Management training, participants will:

- Develop a sales plan for each strategic Key Account to fully satisfy client needs and enhance customer value.
- Refine margins and retain more profit.
- Allocate efforts judiciously for optimum outcomes.
- Guide the buying process and secure more sales agreements.
- Utilize human capital more effectively.
- Identify, appraise, and prioritize business and relationship development opportunities.

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Targeted Competencies

By the completion of this strategic Key Account Management training, the target competencies will improve the ability:

- Analyzing Key Accounts.
- Planning for Key Accounts.
- Understand the stages of a Key Account relationship.
- Identify and nurture potential in Key Accounts.
- Form and advance internal teams to support Key Accounts.
- Manage virtual teams using internal resources.

Course Content

Unit 1: Key Account Management

- What is the definition and significance of a Key Account?
- Establish criteria for qualifying Key Accounts.
- Learn about an overview of Key Account Management KAM and account management strategy.
- Evaluate business perspectives and recent trends.
- Understand customer expectations.
- Strategies for achieving profitable growth.

Unit 2: Account Analysis

- Understand essential steps for defining and selecting Key Accounts.
- Learn about the single-factor models.
- Understand the portfolio models for account analysis.
- What is the CALL PLAN model and its implementation?
- Calculate the cost per call and break-even sales volume.
- Understand the criteria for selecting Key Accounts and assessing their attractiveness.
- Balance resource utilization against the cost to serve.

Unit 3: The Key Account Relational Development Model

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- The stages of relationship development with Key Accounts:

  - Pre-relationship stage.
  - Early relationship stage.
  - Mid-relationship stage.
  - Partnership relationship stage.
  - Synergetic relationship stage.

Unit 4: Account Planning Process

- Understand the criteria involved in the account planning process.
- Analyze the customer, past business ventures, and the competitive landscape.
- Tools include the competitive analysis matrix.
- Customer expectation benchmark matrix.
- Strategic development of accounts.
- Use SWOT and TOWS analysis.
- How do you learn strategy development tools for effective account management?

Unit 5: The Critical Role of Key Account Managers

- Understand the roles and responsibilities of Key Account Managers KAMs.
- Form and guide superior Key Account teams.
- Enhance sales through impactful negotiation.
- Negotiation skills and tactics.
- Cement long-term customer relationships and foster trust.
- Understand the pivotal role of customer service in Key Account Management.
- Learn about relationship selling and rethinking the Key Account sales force approach.
- Address performance challenges and set measurement criteria.