



KAM Key Account Management Training Conference

12 – 16 October 2026
Brussels (Belgium)





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Introduction

This highly engaging and practical Key Account Management training program will prepare all participants to manage key accounts effectively. Business is evolving rapidly, buyers are getting more sophisticated, and technology is being deployed more than ever, creating additional buying channels and great opportunities for the modern Key Account Manager who wishes to maximize revenues and profits. Technological developments, shifting markets, and increasing pressure on costs are changing how organizations buy.

Enhance your understanding and capabilities in key account management with our comprehensive training conference. This KAM Key Account Management program is designed to elevate account managers and sales professionals in mastering the craft of managing key relationships effectively.

What is Key Account Management?

Key Account Management KAM involves maintaining and growing relationships with strategically important clients to achieve long-term success and sustainability. This course segment will clarify what KAM is and underscore its importance in today's business environment.

Importance of the Key Account Management

Participants who complete the training will be eligible for Key Account Management certification, which signifies a professional standard in strategic account management. The certification recognizes the account manager's capability to contribute to a business's strategic objectives through effective account management.

Discover the conference and an array of key account management tools designed to support KAMs in effectively managing client portfolios and enhancing the efficiency of their strategies using the latest technology and resources.

Understand the core requirements of becoming a successful key account manager. This KAM key account management conference covers essential skills, professional development pathways, and the steps needed to obtain strategic account management certification to further one's career.

Targeted Groups

- Account Managers.
- Sales Managers.
- Salespeople who manage key accounts or need more experience managing customer accounts in a business environment.

Conference Objectives

By the end of this KAM key account management conference, participants will be able to:

- Develop a sales plan for each strategic key account to satisfy client needs and maximize customer value.
- Improve margins and keep more profit.
- Prioritize efforts for maximum results.
- Lead the buying process and close more sales.
- Maximize human capital utilization.
- Identify, evaluate, and prioritize opportunities for business and relationship development.

Targeted Competencies

Upon the end of this KAM key account management conference, target competencies will:

- Accounts analysis.
- Accounts planning.
- Recognizing the stages of a key account relationship.
- Identifying and developing potential in your key accounts.
- Building and developing internal teams to help service key accounts.
- Utilizing internal resources in a virtual team environment.

Conference Content

Unit 1: Key Account Management

- What is a Key Account?
- Who Makes the Rules for Qualifying Key Accounts?
- Overview of Key Account Management.
- Business Perspectives and Trends.
- Customer Expectations.
- Profitable Growth Strategies.

Unit 2: Account Analysis

- Necessary Step Towards Defining and Selecting Key Account.
- The Single-Factor Models.
- The Portfolio Models.
- The CALLPLAN Model.
- Cost per Call and Break-Even Sales Volume Computation.
- Selection Criteria and Measuring Attractiveness.
- Use of Resources versus Cost to Serve.

Unit 3: The Key Account Relational Development Model

- The Pre-Relationship Stage.
- The Early Relationship Stage.
- The Mid Relationship Stage.
- The Partnership Relationship Stage.
- The Synergetic Relationship Stage.

Unit 4: The Account Planning Process

- The Account Planning Process Criteria.
- Analyze the Customer, Past Business, and Competition.
- The Competitive Analysis Matrix.
- The Customer Expectation Benchmark Matrix.
- Developing Account Strategies.
- Use of SWOT and TOWS Analysis.
- Strategy Development Tools.

Unit 5: The Critical Role of Key Account Managers

- Understanding the Role and Responsibilities of KAMs.
- Building and Leading Effective Key Account Teams.
- Maximizing Sales through Effective Negotiation.
- Negotiation Skills and Tactics.
- Building Long-Term Customer Relationships and Trust.
- Understanding the Importance of the Customer Service Function in KAM.
- Relationship Selling: Rethinking the KA SalesForce.
- Performance Challenges and Measurement Criteria.