MERCURY

Account Management

22 - 26 Feb 2027
Washington DC (USA)

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

MERCURY

Account Management

Ref.: 121291_1026340 **Date:** 22 - 26 Feb 2027 **Location:** Washington DC (USA) **Fees:** 8300 **Euro**

Introduction

The Account Management course equips professionals with essential skills to manage client relationships effectively. It covers strategies for client retention, revenue growth, and account performance optimization. Participants will learn techniques to understand client needs, improve communication, and drive customer satisfaction. The course emphasizes practical approaches to strategic account planning and performance tracking. It also highlights tools and metrics to evaluate account success. By the end, learners will deliver measurable value to their organizations and clients.

Targeted Groups

This Account Management course targets professionals seeking specialized knowledge and skills:

- Account managers and executives
- Sales and business development professionals
- Client relationship specialists
- Customer success managers
- Marketing coordinators involved in client relations
- Professionals transitioning to account management roles

Course Objectives

Participants will achieve the following objectives through Account Management:

- Develop effective client relationship strategies
- Understand account growth and retention methods
- Master strategic account planning
- Analyze client needs and behaviors
- Improve negotiation and communication skills
- Apply metrics to track account performance
- Enhance cross-functional collaboration
- Manage multiple accounts efficiently
- Identify opportunities for upselling and cross-selling
- Deliver measurable results for client satisfaction

Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic account planning and execution
- Client relationship development
- Effective communication and presentation skills
- Performance tracking and reporting
- Problem-solving in client management

- Negotiation and conflict resolution
- Customer-focused decision-making
- Revenue growth and opportunity identification
- Cross-functional teamwork and collaboration
- Adaptability in dynamic client environments

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Managing a high-value client account
- Resolving client conflicts and complaints
- Planning and executing account growth strategies
- Tracking account performance using KPIs
- Negotiating contract renewals
- Identifying upsell opportunities
- Collaborating with internal teams for client solutions

Course Content

Unit 1: Foundations of Account Management

- Principles of client relationship management
- Key roles of an account manager
- Understanding account lifecycles
- Strategic vs. transactional accounts
- Client segmentation methods
- Metrics for account success
- Importance of communication and trust

Unit 2: Client Relationship Development

- Building long-term client relationships
- Active listening techniques
- Managing client expectations
- Personalizing client interactions
- Handling difficult clients effectively
- Feedback collection and analysis
- Strengthening client loyalty

Unit 3: Strategic Account Planning

- Creating account plans
- Identifying growth opportunities
- Competitive analysis for accounts
- Aligning with the client's business goals
- Setting measurable objectives
- Resource allocation for account success
- Risk assessment in account management

Unit 4: Performance Tracking and Optimization

- Key performance indicators KPIs for accounts
- Monitoring revenue and profitability
- Client satisfaction measurement
- Reporting and dashboards
- Using analytics for decision-making
- Continuous improvement strategies
- Benchmarking against industry standards

Unit 5: Advanced Account Management Techniques

- Negotiation and conflict resolution
- Upselling and cross-selling strategies
- Collaboration with internal teams
- Managing multi-account portfolios
- Time management for account managers
- Leveraging technology in account management
- Planning for long-term client retention

Final Insights & Key Takeaways

Effective account management drives client satisfaction and revenue growth. Participants will leave equipped with actionable strategies to manage accounts successfully and build lasting client relationships.

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Registration form on the : Account Management

code: 121291 **From:** 22 - 26 Feb 2027 **Venue:** Washington DC (USA) **Fees:** 8300 **Euro**

Complete & Mail or fax to Mercury Training Center at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): ....

Position: ....

Telephone / Mobile: ....

Personal E-Mail: ....

Official E-Mail: ....

Company Information

Company Name: ....

Address: ....

City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....

Position: ....

Telephone / Mobile: ....

Personal E-Mail: ....

Official E-Mail: ....

Payment Method

☐ Please invoice me

☐ Please invoice my company