

# Strategic Key Account Management

Learn to design and implement conceptual frameworks for developing and managing strategic customer relationship

**Date:** July 14, 2026

**Duration:** 3 days

**Mode of Delivery:** Hybrid

## Overview

Key Account Management (KAM) offers a structured approach for building and sustaining strong, profitable relationships with an organisation's largest customers. This programme provides a practical conceptual framework to implement strategic KAM effectively, helping participants deepen engagement, improve decision-making, and maximise value from their most critical accounts.

Through interactive discussions and case studies, participants learn how to develop strategic perspectives on sales and customer relationships, recognise and overcome common challenges, optimise account team performance, and create actionable plans that enhance both customer satisfaction and business outcomes. The programme equips managers to become trusted advisors while positioning their organisations for long-term success.

## Who should attend

The Strategic Key Account Management Programme is designed for experienced sales professionals responsible for managing and growing their organisation's most important accounts. It is ideal for Key Account Managers, Customer Relationship Managers, Sales Executives, and Business Development Managers. Participants typically work in business-to-business environments where strategic client relationships are critical to organisational success.

**PROGRAM FEE:  
N850,000**

## Learning Objectives and Benefits

Participants on this programme will:

- Increase depth and value within key accounts through strategic management techniques.
- Develop a strategic perspective on client relationships and optimise account team performance.
- Implement actionable plans that strengthen long-term relationships and position managers as trusted advisors.

## Structure and Curriculum

- Introduction to Key Account Management fundamentals
- Strategic accounts: A definition
- Selecting and classifying strategic accounts
- Developing and implementing a Strategic Account Management (SAM) Programme
- Innovation and sustainability of Key Account Programmes
- Strategic account plans
- Sales opportunity management
- Optimising your strategic account sales team
- Relationship development and navigating politics with key officers
- Leveraging marketing to support SAM initiatives
- Applying technology in Strategic Account Management

## Secure Your Spot / Need to Know More?

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