

KEY ACCOUNT MANAGEMENT TRAINING SKILLS

AVAILABLE FOR OFFLINE & ONLINE

Sales and Marketing Series

OVERVIEW

To equip participants with the essential knowledge and capabilities required to effectively manage and nurture key accounts. Through this training, participants will develop a comprehensive understanding of strategic account planning, effective communication techniques, relationship-building skills, negotiation strategies, and analytical abilities needed to identify opportunities and deliver sustained value for both the organization and its key clients.

OBJECTIVE

Understanding of key account management principles and strategies, including the ability to develop and execute effective strategic account plans.

Enhanced communication skills to effectively engage with key stakeholders, build strong relationships, and establish trust and credibility with key accounts.

Enhanced negotiation and influencing skills to successfully navigate complex sales scenarios, address objections, and secure mutually beneficial agreements with key clients.

WHO SHOULD ATTEND?

- ✓ **Influencer Marketing Specialist**
- ✓ **Public Relations Specialist**
- ✓ **Content Creator**
- ✓ **Social Media Strategist**
- ✓ **Community Manager**
- ✓ **Digital Marketing Specialist**