

Key Account Management

CEGOS SWISS. ONE ESSENTIAL AT A TIME.



What's in it for you?

Key Account Management (KAM) is an essential strategy for businesses to maximize revenue from their most significant clients and cultivate long-term, profitable relationships.

Effective KAM can:

- Boost customer retention rates and loyalty.
- Drive incremental revenue growth through tailored account strategies.
- Foster inter-departmental collaboration and alignment.
- Position the organization competitively by delivering bespoke solutions to key clients.

This comprehensive learning journey offers your Key Account Managers an in-depth understanding of KAM's strategic importance. It equips them with the tools and methodologies to craft and execute robust Account Business Plans, ensuring sustained business growth and client satisfaction.

Who should attend?

Key Account Managers.

Good to know:

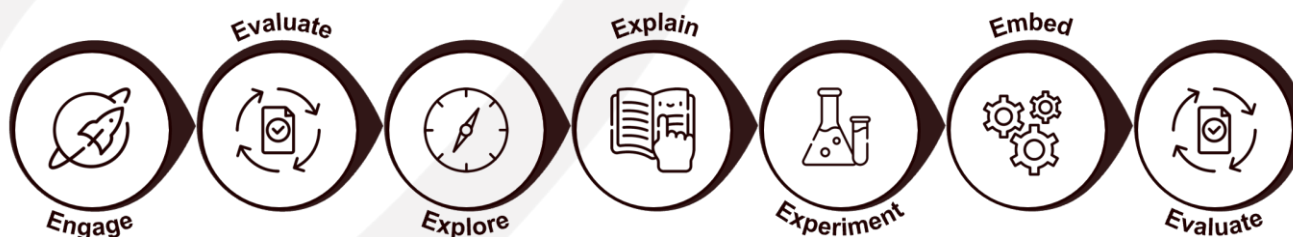
Organizations with well-structured Key Account Management programs witness up to a

20-30% increase

in sales from strategic accounts.

Cegos Learning Framework

We apply our holistic and dynamic Learning Framework to build learning journeys that deliver more than just awareness of competencies and skills.



Every journey engages the learners beyond knowledge, learning step by step, to explore, experiment and embed their learning, transforming skills into performance.

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By completing this learning journey, they will:

- Deepen their understanding of KAM's pivotal role and its organizational impact.
- Conduct a thorough analysis of the business environment and discern the needs of their key customers.
- Design and deploy effective Account Business Plans tailored to individual client requirements.
- Enhance relationship management skills, both internally and with key accounts, ensuring seamless collaboration and mutual success.
- Acquire essential project management skills specific to KAM.

#MAKINGADIFFERENCE

A proven model:



Digital learning:

- [How to create a persuasive sales pitch](#)
- [Customer relationship: building trust](#)
- [Developing loyalty through customer relationships](#)

Delivery modes:



Blended learning accessible in our [LearningHub](#).



Can be delivered **in-person and/or virtually** as most appropriate to you and your learners.

Duration: 28h total learning



12 hours of instructor-led learning.



16 hours of self-directed and on-the-job learning.

REF: KAM

www.cegos.ch | info@cegos.ch

“Moving from Butterfly to Diamond.”

#TIL