

EXCELLENCE IN KEY ACCOUNT MANAGEMENT: BECOME A HIGH-PERFORMING KEY ACCOUNT MANAGER

Develop winning strategies and strengthen your key partnerships for a lasting impact on your sales performance.

ON THE PROGRAMME:

- › **In-depth understanding of a company's ecosystem:** Gain a clear understanding of key business principles and discover how key account management promotes growth and competitiveness.
- › **Master sales planning:** Learn how to structure and plan your sales to maximise efficiency and achieve your commercial objectives.
- › **Design and implementation of business and marketing strategies:** Develop skills to design effective sales and marketing strategies by applying the different stages of Account Planning.
- › **Key account portfolio management:** Master techniques for managing and optimising a portfolio of strategic accounts, aligning efforts with business objectives.
- › **Definition and monitoring of key performance indicators (KPIs):** Identify and use essential KPIs to assess and improve commercial performance.

A recognised competency model

A unique learning experience:

- › **Study at your own pace:** Explore key concepts through online resources accessible at any time.
- › **Intensive practice:** Participate in interactive and collaborative activities to integrate and apply your knowledge.

Flexible and practical training:

- › **Adaptable duration:** 2-3 months for a total of 80 hours, with a schedule tailored to your needs.
- › **Targeted modules:** Themed sessions focused on sales and key account management for progressive skill development.
- › **Real-life scenarios:** Learn how to apply concepts directly in your professional environment.

Interactive workshops and final assessment:

- › **Practical workshops:** Strengthen your mastery of essential technical tools through interactive exercises.
- › **Final exam:** Validate your skills in front of a panel of business leaders to ensure your skills are recognised.

Artificial intelligence at the service of your progress

Throughout the training, we will also use artificial intelligence as a cross-functional tool to enrich analysis, compare data, generate ideas and facilitate decision-making. You will discover the fundamentals of its use and explore how AI can become a concrete lever for gaining efficiency and relevance in your professional activities.

**Quickly develop the essential skills
to boost your career and achieve your business goals thanks to the
expertise of our speakers.**