

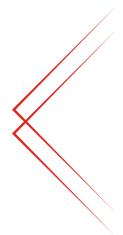
## **EXCELLENCE IN KEY ACCOUNT MANAGEMENT:**

# 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.

