

COURSE BROCHURE

Sales Leadership & Key Account Management

Professional Training Course

Skillslab Training Provider

Skills for Tomorrow's World 



Course Description

Introduction

Sales Leadership & Key Account Management is a premium executive training program designed to help organizations strengthen sales performance, build strategic client relationships, and manage high-value accounts with greater discipline, insight, and commercial impact. In today's competitive business environment, sales success is no longer driven only by product knowledge or transactional selling; it depends on strategic account planning, consultative selling, relationship intelligence, value-based negotiation, revenue growth, and leadership alignment.

This course is specifically developed for large corporations, government-linked organizations, public sector entities, ministries, business development teams, commercial departments, and executive professionals who are responsible for revenue growth, strategic partnerships, client retention, stakeholder engagement, and long-term account value. It equips participants with practical tools to lead sales teams, manage complex customer relationships, develop key account strategies, improve sales pipeline performance, and convert opportunities into sustainable business results.

The executive-level value proposition of this program lies in helping organizations transform sales from a short-term activity into a strategic growth function. Participants will learn how to protect and expand key accounts, strengthen customer trust, improve account profitability, lead high-performing sales teams, and implement structured sales management practices that deliver measurable commercial and institutional value.

Course Objectives

By the end of this Sales Leadership & Key Account Management course, participants will be able to:

- Understand the strategic role of sales leadership in business growth, customer retention, and organizational competitiveness.
- Develop effective sales leadership capabilities for managing teams, targets, pipelines, and performance.
- Build structured key account management strategies for high-value customers and institutional clients.
- Analyze customer needs, decision-making structures, stakeholder priorities, and buying behavior.
- Apply consultative selling techniques to create value-based conversations with clients.

- Manage negotiations with confidence, professionalism, and strategic clarity.
- Translate sales and account strategies into practical action plans that support revenue growth and customer loyalty.

Course Content: 5-Day Training Outline

Day 1: Strategic Sales Leadership and Commercial Performance

- The evolving role of sales leadership in modern organizations.
- Sales as a strategic driver of revenue, growth, reputation, and customer value.
- Differences between traditional sales management and strategic sales leadership.
- Core responsibilities of sales leaders in complex business environments.
- Aligning sales strategy with organizational goals, market priorities, and customer expectations.
- Understanding sales performance drivers and commercial success factors.
- Leading sales teams through clarity, accountability, motivation, and performance focus.
- Building a culture of disciplined execution and customer-centered selling.
- Practical exercise: assessing current sales leadership effectiveness and performance priorities.

Day 2: Customer Insight, Strategic Account Analysis, and Stakeholder Mapping

- Understanding key account management as a strategic business discipline.
- Identifying high-value accounts and prioritizing strategic customers.
- Analyzing customer needs, business challenges, expectations, and decision criteria.
- Mapping stakeholders, influencers, decision-makers, users, and procurement roles.
- Understanding organizational buying behavior and complex decision-making processes.
- Assessing account potential, relationship strength, risks, and growth opportunities.
- Building account profiles based on value, influence, needs, and future potential.
- Using customer intelligence to improve account planning and engagement.
- Practical exercise: developing a strategic account analysis and stakeholder map.

Day 3: Consultative Selling, Value Proposition, and Relationship Development

- Consultative selling principles for professional and institutional clients.
- Moving from product-based selling to value-based selling.

- Managing executive conversations with confidence and strategic relevance.
- Handling objections, resistance, and customer concerns professionally.
- Practical exercise: developing a value-based sales conversation for a key account.

Day 4: Key Account Planning, Negotiation, and Growth Strategy

- Building a structured key account management plan.
- Setting account priorities, relationship goals, growth opportunities, and engagement actions.
- Identifying cross-selling, up-selling, renewal, expansion, and partnership opportunities.
- Managing account profitability, customer lifetime value, and resource allocation.
- Strategic negotiation techniques for complex sales and high-value accounts.
- Preparing for negotiation through interests, alternatives, value drivers, and decision factors.
- Managing pricing discussions, concessions, objections, and commercial risks.
- Coordinating internal teams to deliver consistent value to strategic accounts.
- Practical exercise: preparing a key account growth and negotiation plan.

Day 5: Sales Pipeline Management, Performance Measurement, and Implementation Roadmap

- Managing sales pipelines with discipline, visibility, and accountability.
- Improving opportunity qualification and sales forecasting accuracy.
- Key sales performance indicators for executives and sales leaders.
- Monitoring conversion rates, deal progress, account growth, retention, and profitability.
- Coaching sales teams to improve behavior, confidence, and commercial outcomes.
- Managing underperformance and building continuous improvement routines.
- Developing dashboards and leadership reports for sales and account performance.
- Creating a practical roadmap for sales leadership and key account transformation.
- Final practical exercise: presenting a sales leadership and key account management action plan.

Target Audience

This course is designed for professionals, managers, and decision-makers responsible for sales leadership, account management, commercial growth, client relationships, business development, strategic partnerships, or customer retention, including:

- Sales managers and sales directors.

- Partnership and stakeholder engagement professionals.
- Marketing and sales coordination professionals.
- Executives responsible for revenue growth and customer retention.
- Public sector and government-linked commercial teams.
- Professionals seeking advanced capabilities in sales leadership and strategic account management.

Course Requirements

Participants do not need advanced technical expertise to attend this program. However, it is recommended that they have:

- Basic understanding of sales, business development, customer relationship management, or commercial operations.
- Professional experience in sales, account management, client service, partnerships, or stakeholder engagement.
- Interest in improving sales performance, customer retention, strategic relationships, and revenue growth.
- Readiness to participate in discussions, case studies, role plays, and practical planning exercises.
- Ability to connect course concepts with real customers, sales challenges, account priorities, and organizational objectives.

Training Methodology

The training methodology combines executive sales leadership knowledge with practical application and real-world account management tools. The course is designed to help participants move from understanding sales concepts to applying structured sales leadership and key account management practices in complex organizational environments.

The methodology includes:

- Interactive expert-led sessions focused on sales leadership, account strategy, and commercial decision-making.
- Real-world case studies from corporate, governmental, institutional, and business-to-business environments.
- Practical exercises in stakeholder mapping, account planning, opportunity analysis, and value proposition development.

dashboards.

- Peer learning and guided reflection to strengthen commercial judgment and leadership confidence.
- Final implementation planning to support workplace application after the course.

Learning Outcomes

Upon successful completion of this Sales Leadership & Key Account Management training program, participants will be able to:

- Lead sales teams with greater strategic clarity, accountability, and performance focus.
- Build structured account management strategies for high-value customers and institutional clients.
- Analyze customer needs, stakeholder structures, decision processes, and account potential.
- Develop persuasive value propositions that improve client engagement and sales conversion.
- Strengthen consultative selling conversations with senior clients and decision-makers.
- Identify and pursue growth opportunities within existing key accounts.
- Manage negotiations professionally while protecting value and long-term relationships.
- Improve pipeline visibility, opportunity qualification, sales forecasting, and performance reporting.
- Coach and guide sales teams toward stronger customer relationships and commercial outcomes.
- Prepare a practical sales leadership and key account management roadmap for real-world implementation.

Instructor Profile

This course is delivered by an internationally certified expert with extensive practical and consulting experience.

The instructor brings strong expertise in sales leadership, key account management, consultative selling, strategic negotiation, business development, customer relationship management, sales performance improvement, stakeholder engagement, and commercial strategy. The training approach combines executive insight with practical tools, enabling participants to understand advanced sales and account management concepts and apply them directly within corporate, governmental, public sector, and institutional environments.

Contact Us

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