



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Key Account Management

3 day course

Classroom, online or in-house

Course overview

A small number of accounts usually produce most of the revenue, and they are commonly managed by whoever sold them originally, through a single contact who may leave. This course covers managing them deliberately. Delegates work through account selection, because designating too many accounts as key means none of them are, and account planning built on an understanding of the customer's own business and pressures. Relationship mapping across the buying organisation is covered, including the contacts you have never met who can end the relationship. Growth planning, cross selling and the difference between service and value are addressed. Governance including review meetings and joint planning follows. The course closes on protecting an account under competitive attack and on the renewal that is decided long before it arrives.

What you will learn

- Select which accounts genuinely warrant key account treatment
- Build an account plan grounded in the customer's own business
- Map relationships across the whole buying organisation
- Reduce dependence on a single contact
- Plan growth and cross selling from customer need
- Run review meetings and joint planning that customers value
- Defend an account under attack and secure renewal early

Who should attend

- Key account and relationship managers
- Sales managers and directors
- Customer success and service delivery leads
- Technical staff supporting major accounts
- Executives sponsoring strategic customer relationships

Course outline

- 01 Most revenue, least deliberate management
- 02 Account selection and designation
- 03 Understanding the customer's business
- 04 Account planning
- 05 Relationship mapping and single point dependence
- 06 Growth, cross selling and value
- 07 Governance and joint planning
- 08 Competitive defence and early renewal

Upcoming dates

Dates	Venue	Format	Fee per delegate
4 to 6 November 2026	Online	Online	R6,500
7 to 9 December 2026	Lagos, Nigeria	Classroom	USD 995
23 to 25 December 2026	Addis Ababa, Ethiopia	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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