



Consulting and Training | Reach New Heights

Course Name

Account Expansion Strategies

Sector Name

Sales, Marketing and Customer Service

Document Type

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Account Expansion Strategies

Course Introduction

Growing existing accounts requires more than maintaining relationships—it requires a strategic approach that identifies opportunities, maximizes value, and strengthens partnerships. This program equips participants with the skills to analyze accounts, identify growth opportunities, and implement structured strategies to expand revenue while deepening client engagement.

Training Course Methodology

The training course is designed to be interactive and participatory, and includes various learning tools to enable the participants to operate effectively and efficiently in a multifunctional environment. The course will use lectures and presentations, exercises, experiential and exposure to real world problems and policy choices confronting delegates.

Account Expansion Strategies

Target Audience

- ✓ Key Account Managers
- ✓ Strategic Account Managers
- ✓ Client Relationship Managers

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Account Expansion Strategies

Learning Objectives

- ✓ Analyze existing accounts to identify growth potential.
- ✓ Develop account-specific growth strategies.
- ✓ Prioritize opportunities based on strategic value and revenue potential.
- ✓ Strengthen relationships through targeted engagement plans.
- ✓ Implement measurable actions to achieve account growth objectives.

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Account Expansion Strategies

Course Outline

✓ DAY 01

Understanding Strategic Account Management

- ✓ Principles of account growth and key success factors
- ✓ Mapping account structure and stakeholders
- ✓ Understanding client business objectives and priorities
- ✓ Identifying opportunities for cross-selling and upselling
- ✓ Evaluating account performance metrics

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Course Outline

✓ Day 02

Account Analysis and Opportunity Identification

- ✓ Analyzing historical sales and account performance
- ✓ Identifying unmet needs and gaps in service or product adoption
- ✓ Market and competitor analysis for strategic positioning
- ✓ Prioritizing accounts based on potential value
- ✓ Risk assessment and mitigation for account expansion

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Course Outline

✓ Day 03

Strategic Planning for Account Growth

- ✓ Setting account-specific objectives and KPIs
- ✓ Crafting a tailored growth strategy per account
- ✓ Developing a structured account plan
- ✓ Aligning growth initiatives with organizational goals
- ✓ Resource allocation and action planning

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Course Outline

✓ Day 04

Relationship Building and Stakeholder Engagement

- ✓ Mapping decision-makers and influencers in the account
- ✓ Strengthening client relationships for long-term partnership
- ✓ Effective communication and engagement techniques
- ✓ Leveraging trust and credibility to support growth initiatives
- ✓ Managing objections and negotiating value-add opportunities

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Course Outline

✓ Day 05

Execution, Monitoring, and Continuous Improvement

- ✓ Implementing account growth strategies and tracking progress
- ✓ Using dashboards and metrics to measure success
- ✓ Evaluating outcomes and learning from wins and losses
- ✓ Adjusting strategies based on performance and feedback

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 3, 2026	May 7, 2026	5 days	4250.00 \$	KSA , Riyadh
Oct. 18, 2026	Oct. 22, 2026	5 days	2150.00 \$	Virtual , Online
April 5, 2027	April 9, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 10, 2026	Aug. 14, 2026	5 days	5950.00 \$	USA , Los Angeles

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