



Consulting and Training | Reach New Heights

Course Name

Account Growth Acceleration

Sector Name

Sales, Marketing and Customer Service

Document Type

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Account Growth Acceleration

Course Introduction

Proactive account management is not just about maintaining relationships—it's about actively driving growth and value within accounts. This advanced program empowers sales professionals to anticipate client needs, identify untapped opportunities, and implement targeted initiatives that maximize revenue and account potential. Participants will learn to combine data insights, foresight, and structured planning to accelerate account growth while mitigating risks.

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.



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Target Audience

- ✓ Sales Managers and Executives
- ✓ Account Managers
- ✓ Customer Success Managers
- ✓ Marketing Professionals
- ✓ Business Development Managers

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Learning Objectives

- ✓ Identify and prioritize high-potential growth opportunities within existing accounts.
- ✓ Anticipate client needs to propose timely solutions and value-adds.
- ✓ Plan and execute initiatives that increase revenue, margin, and client satisfaction.
- ✓ Use data and analytics to monitor account performance and predict trends.
- ✓ Align account activities with organizational priorities and long-term objectives.
- ✓ Continuously refine account strategies for sustainable growth..

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Course Outline

✓ DAY 01

Foundations of Proactive Growth Management

- ✓ Understanding proactive account management in the context of revenue growth
- ✓ Key principles of opportunity identification and account acceleration
- ✓ Mapping account structure, decision-makers, and influence networks
- ✓ Evaluating account health, potential, and risk factors
- ✓ Setting clear growth objectives and success indicators

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Course Outline

✓ Day 02

Opportunity Identification and Prioritization

- ✓ Analyzing account performance and historical trends
- ✓ Identifying cross-sell, upsell, and new solution opportunities
- ✓ Evaluating client needs and anticipating emerging requirements
- ✓ Prioritizing opportunities based on strategic and financial impact
- ✓ Risk assessment and mitigation for high-impact growth initiatives

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Course Outline

✓ Day 03

Planning Proactive Growth Initiatives

- ✓ Designing structured account growth plans
- ✓ Sequencing initiatives to maximize revenue and client impact
- ✓ Aligning growth plans with organizational objectives and KPIs
- ✓ Allocating resources efficiently for execution
- ✓ Forecasting outcomes and preparing contingency actions

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Course Outline

✓ Day 04

Driving Growth Through Insight and Influence

- ✓ Using client insights to propose timely, relevant solutions
- ✓ Influencing stakeholders and building alignment for growth initiatives
- ✓ Communicating value propositions effectively and proactively
- ✓ Negotiation techniques for account expansion opportunities
- ✓ Maintaining momentum and engagement across multiple accounts

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Course Outline

✓ Day 05

Monitoring, Optimization, and Continuous Improvement

- ✓ Tracking account growth performance using metrics and dashboards
- ✓ Evaluating success and learning from missed opportunities
- ✓ Adjusting initiatives based on market and client insights
- ✓ Scaling proactive growth practices across multiple accounts
- ✓ Creating a personal roadmap for consistent, sustainable account acceleration

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Oct. 25, 2026	Oct. 29, 2026	5 days	4250.00 \$	KSA , Riyadh
May 10, 2027	May 14, 2027	5 days	2150.00 \$	Virtual , Online
April 5, 2027	April 9, 2027	5 days	4950.00 \$	Austria , Vienna
Aug. 16, 2027	Aug. 20, 2027	5 days	4250.00 \$	UAE , Dubai

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