



Consulting and Training | Reach New Heights

Course Name

Maximizing Account Growth

Sector Name

Sales, Marketing and Customer Service

Document Type

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Maximizing Account Growth

Course Introduction

Sustainable growth in key accounts requires more than routine sales efforts—it requires a deep understanding of client needs, value creation, and effective execution.

This advanced program focuses on **driving revenue and maximizing account value** by equipping sales professionals with tools and methodologies to analyze accounts, identify expansion opportunities, engage stakeholders effectively, and implement measurable growth initiatives. Participants will leave with actionable skills to accelerate account performance and strengthen client partnerships.

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Maximizing Account Growth

Target Audience

- ✓ Account Managers
- ✓ Sales Professionals
- ✓ Customer Success Managers
- ✓ Business Development Managers

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Maximizing Account Growth

Learning Objectives

- ✓ Analyze account performance to identify growth opportunities.
- ✓ Implement methods to expand revenue within existing accounts.
- ✓ Deepen client engagement and strengthen relationships.
- ✓ Align account activities with measurable outcomes and value creation.
- ✓ Monitor and optimize account performance continuously.
- ✓ Apply data-driven approaches to make informed growth decisions.

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Maximizing Account Growth

Course Outline

✓ DAY 01

Understanding Account Potential

- ✓ Identifying high-value accounts and expansion opportunities
- ✓ Analyzing account history, performance, and revenue trends
- ✓ Mapping key stakeholders and decision-makers
- ✓ Evaluating client needs and business priorities
- ✓ Assessing risk and opportunity for account growth

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Course Outline

✓ Day 02

Opportunity Identification & Value Mapping

- ✓ Spotting cross-selling and upselling opportunities
- ✓ Understanding product/service fit for client needs
- ✓ Quantifying potential revenue and margin impact
- ✓ Mapping value propositions to client objectives
- ✓ Prioritizing initiatives for maximum impact

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Course Outline

✓ Day 03

Planning for Account Expansion

- ✓ Creating actionable growth plans for individual accounts
- ✓ Sequencing activities to optimize revenue opportunities
- ✓ Resource allocation to support account initiatives
- ✓ Setting measurable KPIs for growth initiatives
- ✓ Planning for long-term client retention and loyalty

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Course Outline

✓ Day 04

Stakeholder Engagement for Account Growth

- ✓ Engaging decision-makers and influencers effectively
- ✓ Building credibility and trust within accounts
- ✓ Tailoring communication to client priorities and value
- ✓ Handling objections and maintaining client satisfaction
- ✓ Influencing internal teams to support account initiatives

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Course Outline

✓ Day 05

Execution, Monitoring, and Optimization

- ✓ Tracking account performance with dashboards and metrics
- ✓ Evaluating outcomes and adjusting account plans
- ✓ Leveraging insights for continuous improvement
- ✓ Strengthening client partnerships for sustainable growth

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 7, 2026	June 11, 2026	5 days	4250.00 \$	KSA , Riyadh
Nov. 15, 2026	Nov. 19, 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	4950.00 \$	Netherlands , Amsterdam

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