



Consulting and Training | Reach New Heights

Course Name

Strategic Account Growth

Sector Name

Sales, Marketing and Customer Service

Document Type

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Strategic Account Growth

Course Introduction

Sustainable account growth requires more than reactive sales efforts—it demands a strategic, structured, and forward-looking approach. This program equips sales professionals with the skills to plan, execute, and manage account growth initiatives strategically.

Participants will learn to analyze accounts, align strategies with business objectives, anticipate opportunities and risks, and implement actionable plans that drive measurable growth while strengthening client relationships

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Strategic Account Growth

Target Audience

- ✓ Sales Leaders & Managers
- ✓ Business Development Managers
- ✓ Client Success Managers

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Strategic Account Growth

Learning Objectives

- ✓ Apply strategic thinking to identify growth opportunities in accounts.
- ✓ Develop and execute structured account growth plans.
- ✓ Align account strategies with organizational objectives and priorities.
- ✓ Analyze client needs, market trends, and competitive dynamics to inform strategy.
- ✓ Use data and insights to monitor progress and optimize account performance.
- ✓ Build long-term, sustainable relationships that support revenue growth.

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Strategic Account Growth

Course Outline

✓ DAY 01

Foundations of Strategic Account Growth

- ✓ Understanding strategic account growth and its impact on business performance
- ✓ Key principles of account planning and long-term value creation
- ✓ Mapping account structure, stakeholders, and influence networks
- ✓ Aligning account growth objectives with organizational strategy
- ✓ Introduction to metrics and KPIs for measuring account growth

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Strategic Account Growth

Course Outline

✓ Day 02

Account Analysis and Opportunity Identification

- ✓ Analyzing historical sales data and account performance
- ✓ Identifying gaps, unmet needs, and potential growth areas
- ✓ Market and competitor analysis for strategic positioning
- ✓ Prioritizing opportunities based on value and feasibility
- ✓ Risk assessment and mitigation in account expansion

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Course Outline

✓ Day 03

Strategic Planning for Account Growth

- ✓ Crafting a tailored account growth strategy
- ✓ Defining clear, measurable goals and success indicators
- ✓ Resource allocation and planning for execution
- ✓ Developing a roadmap for short-term wins and long-term growth
- ✓ Integrating account plans with overall sales and business strategy

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Strategic Account Growth

Course Outline

✓ Day 04

Execution and Stakeholder Engagement

- ✓ Engaging and influencing key stakeholders within accounts
- ✓ Strengthening client relationships through strategic communication
- ✓ Negotiation techniques aligned with growth objectives
- ✓ Managing objections and maintaining client satisfaction
- ✓ Leveraging insights to make data-driven decisions during execution

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Course Outline

✓ Day 05

Monitoring, Evaluation, and Continuous Improvement

- ✓ Tracking performance using KPIs, dashboards, and metrics
- ✓ Evaluating outcomes against account growth objectives
- ✓ Identifying lessons learned and areas for improvement
- ✓ Adjusting strategies based on feedback and market changes
- ✓ Creating a continuous improvement plan for sustainable account growth

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 5, 2027	July 9, 2027	5 days	2150.00 \$	Virtual , Online
Dec. 13, 2026	Dec. 17, 2026	5 days	4250.00 \$	KSA , Riyadh
April 5, 2027	April 9, 2027	5 days	4250.00 \$	UAE , Dubai
May 24, 2027	May 28, 2027	5 days	4950.00 \$	Spain , Barcelona

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