



Consulting and Training | Reach New Heights

Course Name

Major Account Planning (MAP) Training

Sector Name

Finance, Accounting and Banking

Document Type

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Major Account Planning (MAP) Training

Course Introduction

This program provides a practical framework for developing and implementing effective Major Account Plans for strategically important customers. Participants will learn how to move beyond transactional selling and develop structured strategies for managing high-value accounts, understanding customer priorities, identifying growth opportunities, and building long-term business relationships.

The course covers account analysis, stakeholder mapping, customer strategy, opportunity identification, competitive positioning, value proposition development, account objectives, action planning, and performance measurement. Participants will also explore how to identify risks and respond to changing customer requirements while maintaining strong internal alignment.

Through practical workshops, case studies, and realistic account scenarios, participants will develop actionable account plans designed to strengthen customer relationships, increase account penetration, improve retention, and support sustainable revenue growth.

Major Account Planning (MAP) Training

Target Audience

- ✓ Key Account Managers and Major Account Managers.
- ✓ Account Directors and Sales Managers.
- ✓ Business Development Managers.
- ✓ Sales and Commercial Professionals.
- ✓ Strategic Account Managers.
- ✓ Customer Success and Client Relationship Managers.
- ✓ Sales Team Leaders and Supervisors.
- ✓ Marketing and Business Development Professionals.
- ✓ Professionals involved in strategic customer planning and relationship management.
- ✓ Managers responsible for high-value customers and revenue growth.
- ✓ Professionals preparing to move into strategic or key account management roles.

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Major Account Planning (MAP) Training

Learning Objectives

- ✓ Understand the principles and strategic importance of Major Account Planning (MAP).
- ✓ Identify high-value and strategically important accounts and assess their business potential.
- ✓ Analyze key account structures, business priorities, challenges, and decision-making processes.
- ✓ Develop comprehensive account plans aligned with customer needs and organizational objectives.
- ✓ Map key stakeholders, decision-makers, influencers, and buying centers within major accounts.
- ✓ Identify opportunities for account growth, cross-selling, up-selling, and long-term business development.
- ✓ Develop effective customer engagement and relationship-building strategies.
- ✓ Analyze competitors and identify opportunities to strengthen the organization's position within strategic accounts.
- ✓ Establish account objectives, priorities, action plans, and measurable performance indicators.
- ✓ Build value propositions that address customer priorities and demonstrate measurable business value.
- ✓ Anticipate account risks, challenges, and potential barriers to business growth.

- ✓ Improve collaboration between sales, marketing, customer service, and other internal teams supporting major accounts.
- ✓ Monitor account performance and adjust account strategies based on changing customer needs and market conditions.
- ✓ Build long-term strategic relationships that support customer retention, loyalty, and sustainable revenue growth.

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Major Account Planning (MAP) Training

Course Outline

✓ DAY 01

Major Account Intelligence and Strategic Analysis

- ✓ Major Account Intelligence
- ✓ Understanding the strategic importance of major accounts
- ✓ Analyzing account business models and operating environments
- ✓ Identifying account priorities, challenges, and strategic drivers
- ✓ Assessing account performance and relationship history
- ✓ Understanding competitive positioning within the account
- ✓ Developing an integrated account intelligence picture

Account Business Environment and Strategic Priorities

- ✓ Analyzing customer strategies and business objectives
- ✓ Understanding organizational structures and decision environments
- ✓ Identifying business pressures and emerging priorities
- ✓ Assessing customer needs and strategic challenges
- ✓ Connecting account priorities with business opportunities
- ✓ Translating account intelligence into strategic implications

Major Account Planning (MAP) Training

Course Outline

✓ DAY 02

Stakeholder Mapping and Account Relationships

- ✓ Account Stakeholder Mapping and Influence
- ✓ Identifying key decision-makers and influencers
- ✓ Understanding stakeholder roles, interests, and expectations
- ✓ Mapping stakeholder influence and organizational relationships
- ✓ Assessing stakeholder support and potential resistance
- ✓ Identifying relationship gaps and engagement priorities
- ✓ Developing stakeholder engagement priorities

Executive Relationship and Engagement Strategy

- ✓ Understanding executive expectations and priorities
- ✓ Building credibility with senior customer stakeholders
- ✓ Developing relationship strategies for strategic contacts
- ✓ Aligning engagement with customer decision processes
- ✓ Strengthening trust and strategic relevance
- ✓ Managing multi-level relationships within major accounts

Major Account Planning (MAP) Training

Course Outline

✓ DAY 03

Account Strategy and Value Proposition

- ✓ Major Account Strategy Development
- ✓ Establishing strategic account objectives
- ✓ Translating customer priorities into account strategies
- ✓ Defining strategic account positioning
- ✓ Prioritizing account initiatives and resources
- ✓ Aligning internal capabilities with account requirements
- ✓ Establishing account strategy implementation priorities

Account Value Proposition and Strategic Differentiation

- ✓ Understanding customer value drivers
- ✓ Developing differentiated account value propositions
- ✓ Linking organizational capabilities to customer priorities
- ✓ Demonstrating strategic rather than transactional value
- ✓ Positioning solutions around customer business outcomes
- ✓ Strengthening competitive differentiation

Major Account Planning (MAP) Training

Course Outline

✓ DAY 04

Account Growth and Opportunity Development

- ✓ Account Opportunity Identification and Expansion
- ✓ Identifying unmet and emerging customer needs
- ✓ Discovering opportunities across business units and functions
- ✓ Evaluating opportunity attractiveness and strategic fit
- ✓ Prioritizing account opportunities
- ✓ Developing account expansion strategies
- ✓ Aligning opportunities with long-term account objectives

Strategic Account Growth

- ✓ Developing cross-selling and up-selling strategies
- ✓ Expanding relationships across customer functions
- ✓ Identifying opportunities for broader organizational engagement
- ✓ Developing strategic partnerships within accounts
- ✓ Managing account growth priorities and dependencies
- ✓ Balancing short-term opportunities with long-term value

Major Account Planning (MAP) Training

Course Outline

✓ DAY 05

Strategic Account Governance and Growth Leadership

- ✓ Account Planning, Governance and Execution
- ✓ Establishing account governance structures
- ✓ Defining account responsibilities and ownership
- ✓ Coordinating internal teams around strategic accounts
- ✓ Monitoring strategic account priorities
- ✓ Managing account risks and emerging issues
- ✓ Maintaining alignment between account strategy and execution

Strategic Account Growth and Long-Term Value Creation

- ✓ Evaluating strategic account performance and progress
- ✓ Strengthening long-term customer value
- ✓ Developing account sustainability strategies
- ✓ Identifying future growth pathways
- ✓ Strengthening executive sponsorship and organizational commitment
- ✓ Building long-term strategic account partnerships

Major Account Planning (MAP) Training

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 1, 2026	Nov. 5, 2026	5 days	2150.00 \$	Virtual , Online

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