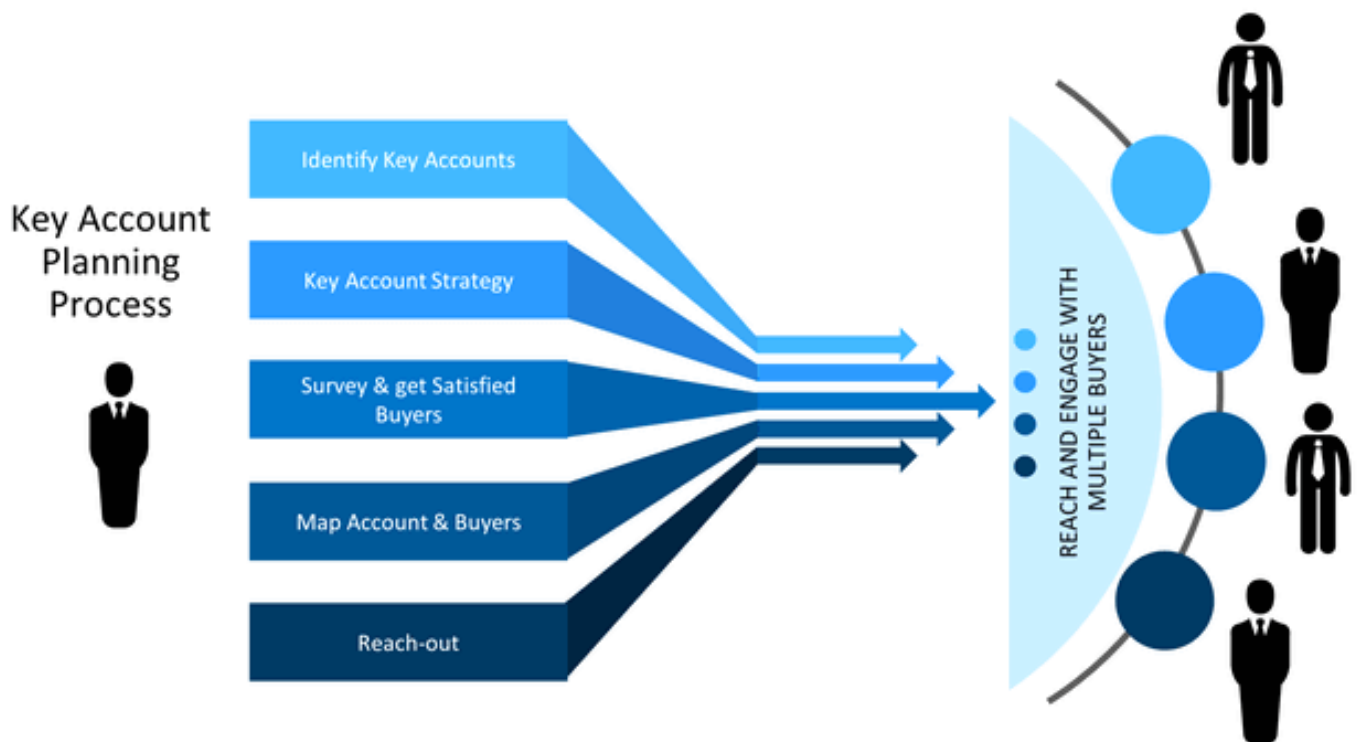


A PRACTICAL TRAINING TOWARDS KEY ACCOUNT MANAGEMENT



How many of your accounts are buying everything they should from you, across all of your capability areas? Selling to existing accounts is one of the biggest untapped opportunities for revenue growth. In fact, Top Performers in strategic account management experience significantly greater revenue growth, profit growth, and year-over-year client satisfaction.

With Azure for Business Development, Strategic Account Management training, your team will gain the critical skills and knowledge needed to turn account growth opportunity into account growth reality. They'll learn a proven process for strategic account planning that will allow them to systematically review and grow their accounts.

Develop Enterprise-Level Relationships

Our Strategic Account Management training teaches your team how to find, coordinate, and connect with key buying influencers across an organization, and foster those relationships for the greatest success.

Keep the Competition at Bay

Having a competitor steal a key account or win business you should have is one of the most frustrating experiences. Learn a process to craft strategies that neutralize, unseat, and protect your accounts from competitive threats.

Grow Existing

Accounts

Increasing business with existing accounts is the #1 priority for sales leaders in the year ahead. Our training gives your sellers the skills, knowledge, and tools to do this with the greatest possible success.

Learning Objectives

With our core two-day instructor-led Strategic Account Management workshop, your team will be able to:

- INTRODUCTION TO KEY ACCOUNT MANAGEMENT
- KAM PORTFOLIO
- PRICING AND NEGOTIATION
- RELATIONSHIP MANAGEMENT WITH KEY ACCOUNTS
- KEY DECISION MAKERS
- INFLUENCING AND NEGOTIATION WITH KEY ACCOUNTS

Coach Profile:

Ayman Sulaiman, received 18 years of extensive experience in the sales and marketing fields within the Syrian and Pan-Arab markets.

Sulaiman also acquired studies in London University, is a BA holder in foreign literatures, and previously held many responsibilities in the FMCG Sales and Marketing sector as senior management positions within international and multinational companies.

Sulaiman's expertise in the field of training was acquired not only through those years of experience, but also through grasping all the training and management learning techniques as a certified trainer in Sales ,Marketing and business skills topics.

Sulaiman is considered to be one of the most important specialists in direct marketing and BTL activation in Syria, leading the companies he worked for towards low cost and high efficiency marketing activities, and achieving the best ROI.