Garnet
Garnet Global Training Center

GGT-MK-105

Marketing, Sales & Communication

Key Account Management

إدارة الحسابات الرئيسية

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (management)**

Overview

This program treats Key Account Management as a managed system: policies, roles, resources, performance indicators and continual improvement. Win and keep customers with sharper strategy, selling and communication. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Set up and run Key Account Management as a managed process with clear roles.
- Define KPIs and build simple dashboards for management.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Key Account Management: the management framework

- Measurement and ROI
- Measurement and reporting

Day 2 Planning, resources and budgets

- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Performance measurement and control

- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 4 Risk, compliance and improvement

- Digital channels and content
- Common mistakes and how to avoid them

Day 5 Management case study and action plan

- Sales process and negotiation
- Regional and international case studies

10-day outline

Day 1 Key Account Management: the management framework

- Measurement and ROI
- Measurement and reporting

Day 2 Planning, resources and budgets

- Media and stakeholder communication
- Customer insight and segmentation

Day 3 Performance measurement and control

- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 4 Risk, compliance and improvement

- Digital channels and content
- Common mistakes and how to avoid them

Day 5 Management case study and action plan

- Sales process and negotiation
- Regional and international case studies

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
18–22 Apr 2027	5-day classroom	Doha	Arabic	4,750
2–13 May 2027	10-day classroom	Riyadh	English	8,950
13–17 Sep 2027	5-day online	Live online	English	2,950
3–7 Oct 2027	5-day classroom	Amman	Arabic	4,750
2–13 Jan 2028	10-day classroom	Jeddah	Arabic	8,950
9–13 Apr 2028	5-day classroom	Doha	English	4,750
10–14 Sep 2028	5-day classroom	Riyadh	English	4,750
13–24 Nov 2028	10-day online	Live online	Arabic	5,450
19–23 Feb 2029	5-day classroom	Dubai	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
19–23 Mar 2029	5-day classroom	Amsterdam	English	4,750
13–24 Aug 2029	10-day classroom	London	English	8,950
10–14 Sep 2029	5-day online	Live online	Arabic	2,950
15–26 Apr 2030	10-day online	Live online	Arabic	5,450
3–7 Jun 2030	5-day classroom	Vienna	English	4,750
8–19 Jul 2030	10-day classroom	Abu Dhabi	Arabic	8,950
8–12 Sep 2030	5-day classroom	Riyadh	Arabic	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/