

# COURSE OVERVIEW TM0041 Strategic Account Management

<u>Course Title</u> Strategic Account Management

<u>Course Date/Venue</u> Please refer to page 2

Course Reference

Course Duration/Credits Five days/3.0 CEUs/30 PDHs

(30 PDHs)

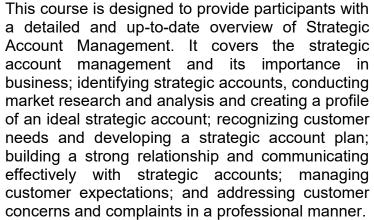
52

# Course Description





This practical and highly-interactive course includes real-life case studies and exercises where participants will be engaged in a series of interactive small groups and class workshops.







During this interactive course, participants will learn to develop and implement a sales strategy as well as effective negotiation skills; the cross-selling and up-selling techniques and managing sales cycle, change and risk; leveraging technology in SAM, measuring and evaluating SAM performance and implementing continuous improvement; managing international and virtual accounts, team building, leadership and resources; and the various techniques for managing time including prioritizing tasks and delegating responsibilities.



TM0041-08-25|Rev.04|23 June 2025





# Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge on strategic account management
- Define strategic account management and discuss its importance in business
- Identify strategic accounts, conduct market research and analysis and create a profile of an ideal strategic account
- Recognize the customer needs and develop a strategic account plan
- Build a strong relationship and communicate effectively with strategic accounts
- Manage customer expectations and address customer concerns and complaints in a professional manner
- Develop and implement a sales strategy as well as apply effective negotiation skills
- Carryout cross-selling and up-selling techniques and manage sales cycle, change and risk
- Leverage technology in SAM, measure and evaluate SAM performance and implement continuous improvement
- Manage international and virtual accounts, team building, leadership and resources
- Apply various techniques for managing time including prioritizing tasks and delegating responsibilities

# Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive "Haward Smart Training Kit" (H-STK<sup>®</sup>). The H-STK<sup>®</sup> consists of a comprehensive set of technical content which includes electronic version of the course materials conveniently saved in a Tablet PC.

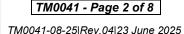
### Who Should Attend

This course provides an overview of all significant aspects and considerations of certified document controller for those who are responsible for managing and developing long-term relationships with key customers including sales professionals, account managers, business development executives, and senior executives who are involved in managing strategic accounts.

### Course Date/Venue

Session(s)	Date	Venue
1	August 17-21, 2025	Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE
2	October 13-17, 2025	Hampstead Meeting Room, London Marriott Hotel Regents Park, London, UK
3	November 03-07, 2025	TBA Meeting Room, JW Marriott Hotel Madrid, Madrid, Spain
4	January 12-16, 2026	TBA Meeting Room, Grand Hyatt Athens, Athens, Greece









# Course Certificate(s)

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Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

# **Certificate Accreditations**

Haward's Certificates are accredited by the following international accreditation organizations:

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# British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units** (CEUs) in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.



TM0041 - Page 3 of 8 TM0041-08-25|Rev.04|23 June 2025





# Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Mr. Pan Kidis, MBA, BSc, is a Senior Management Consultant with over 30 years of extensive experience in Quality Control in Manufacturing, Good Manufacturing Practices Certification (GMP), Manufacturing Process Details & Quality Plan, Manufacturing Systems, Fundamentals of Manufacturing Management, Manufacturing & Lean Process Supply Optimization, Production Planning & Control. Chain Management for Manufacturing, Manufacturing Processes &

Techniques. Basics of Manufacturing Planning & Control (MPC), Process Hazard Analysis (PHA) for Manufacturing, Cost Reduction Techniques in Manufacturing, Manufacturing Data Analytics & IoT Applications, Forecasting in Manufacturing, Principles of Data Collection, Data Analysis Techniques, Data Management Systems, Production Management Fundamentals, Production Management, Warehouse Management, Production Planning, Material Requirement Planning, Data Analysis Techniques, Master Production Scheduling (MPS), Quality Management, Inventory Management, Production Planning & Scheduling, Administration Skills, Office Management Skills, Survey Skills, Interviewing Skills, Interpersonal Skills, Communication Skills, Negotiation Skills, Presentation Skills, Manager Skills, Supervisory & Management Skills, Counselling Skills, Leadership Skills, Office Management, Code of Conduct, Train the Trainer, Logistics & Transportation Planning Methods, Forecasting Logistics Demands, Visual Network Model, Logistics Operations, Strategic Transport Planning, Transport System, Fleet Planning, Routing & Scheduling, Transport Cost Concepts & Elements, Costing Vehicles & Trips, Tariff Fixing, Supply Chain & Operations Management, Logistics & Production Planning, Cost Reduction Techniques, Inventory Management, Business Analysis, Risk Management, Budgeting, Production & Shop Floor Schedulina. Cost Analysis. Database Design & Implementation. Business Administration, Production Data Acquisition & Analysis, Industrial Logistics, Process Improvement, Team Leadership & Training, Textile Manufacturing, Staff Reduction, Warehouse and Shipping. Further, he is also well-versed in Cash Flow Management, Decision Making Techniques, Production & Product Inventory Control, Inventory Analysis Tools, Stock Management Techniques, Material Handling, Process Improvement & Equipment Selection, Costing & Budgeting, Wastewater Treatment Plant Monitoring & Control, Volume Tank Measurements, Data Acquisition and Energy Conservation. He is currently the **Business Analyst** of Diasfalisis Ltd. wherein he is responsible in the design of the proposed business model and develop and evaluate new applications.

Mr. Kidis had occupied several significant positions as the **Supply Chain Manager**, **Production Planning & Logistics Manager**, **Purchasing Office Manager**, **Project Manager**, **Assistant Dyeing Manager**, **Production Supervisor**, **Production Coordinator** and Design & Analysis Intern for various international companies such as the Hellenic Fabrics, **AKZO Chemicals Ltd.** and **EKO Refinery** and Greek Navy Force.

Mr. Kidis has a Master degree in Business Administration from the University of Kent, UK and a Bachelor degree in Chemical Engineering from the Aristotle University of Thessaloniki, Greece. Further, he is a Certified Instructor/Trainer, a Certified Internal Verifier/Assessor/Trainer by the Institute of Leadership & Management (ILM) and has delivered numerous trainings, courses, workshops, seminars and conferences internationally.



TM0041 - Page 4 of 8

TM0041-08-25|Rev.04|23 June 2025





# <u>Course Fee</u>

Greece	<b>US\$ 8,800</b> per Delegate + <b>VAT</b> . This rate includes Participants Pack (Folder, Manual, Hand-outs, etc.), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Madrid	<b>US\$ 8,800</b> per Delegate + <b>VAT</b> . This rate includes H-STK <sup>®</sup> (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
London	<b>US\$ 8,800</b> per Delegate + <b>VAT</b> . This rate includes H-STK <sup>®</sup> (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day
Dubai	<b>US\$ 5,500</b> per Delegate + <b>VAT</b> . This rate includes H-STK <sup>®</sup> (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### Training Methodology

All our Courses are including **Hands-on Practical Sessions** using equipment, Stateof-the-Art Simulators, Drawings, Case Studies, Videos and Exercises. The courses include the following training methodologies as a percentage of the total tuition hours:-

30% Lectures

20% Practical Workshops & Work Presentations

30% Hands-on Practical Exercises & Case Studies

20% Simulators (Hardware & Software) & Videos

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### **Accommodation**

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

### Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day I	
0730 – 0800	Registration & Coffee
0800 - 0815	Welcome & Introduction
0815 - 0830	PRE-TEST
0830 – 0930	<i>Introduction to Strategic Account Management</i> Definition of Strategic Account Management (SAM) • Importance of SAM in Business • Key Principles of SAM
0930 - 0945	Break
0945 - 1030	<b>Identifying Strategic Accounts</b> Criteria for Identifying Strategic Accounts • Conducting Market Research & Analysis to Identify Strategic Accounts • Creating a Profile of an Ideal Strategic Account



TM0041 - Page 5 of 8 TM0041-08-25|Rev.04|23 June 2025





1030 - 1230	<i>Customer Needs</i> <i>Techniques for Understanding Customer Needs</i> • <i>Conducting a Needs</i> <i>Analysis</i> • <i>Creating a Customer Value Proposition</i>
1230 – 1245	Break
1245 – 1420	<i>Developing a Strategic Account Plan</i> <i>Elements of a Strategic Account Plan</i> • <i>Setting Objectives &amp; Goals</i> • <i>Creating an Action Plan for Achieving Goals</i>
1420 - 1430	Recap
1430	Lunch & End of Day One

#### Day 2

	Duilding Strong Delationshing
0730 - 0930	<b>Building Strong Relationships</b> Importance of Building Strong Relationships with Strategic Accounts • Techniques for Building Strong Relationships • Communicating Effectively with Strategic Accounts
0930 - 0945	Break
0945 – 1100	Managing Customer ExpectationsCustomer Expectations • Techniques for Managing Customer Expectations •Addressing Customer Concerns & Complaints
1100 – 1230	<b>Developing &amp; Implementing a Sales Strategy</b> Developing a Sales Strategy for Strategic Accounts • Aligning the Sales Strategy with the Company's Overall Strategy • Implementing the Sales Strategy Effectively
1230 - 1245	Break
1245 - 1420	<b>Negotiation Skills</b> Techniques for Effective Negotiation • Identifying Common Negotiation Pitfalls & How to Avoid them • Strategies for Achieving Win-Win Outcomes
1420 - 1430	Recap
1430	Lunch & End of Day Two

## Day 3

Day 5	
	Cross-Selling & Up-Selling
0730 - 0930	Techniques for Identifying Cross-Selling & Up-Selling Opportunities •
	Strategies for Successfully Cross-Selling & Up-Selling
0930 - 0945	Break
	Managing the Sales Cycle
0945 - 1100	The Sales Cycle • Techniques for Managing the Sales Cycle for Strategic
	Accounts • Identifying Potential Roadblocks & How to Overcome them
	Managing Change & Risk
1100 - 1230	Identifying Potential Risks in Strategic Account Management • Techniques
	for Managing Change & Risk • Creating Contingency Plans
1230 - 1245	Break
	Leveraging Technology in SAM
1245 – 1420	How Technology can Support Strategic Account Management • Evaluating
1243 - 1420	& Selecting Appropriate Technology Solutions • Integrating Technology into
	SAM Processes
1420 - 1430	Recap
1430	Lunch & End of Day Three



TM0041 - Page 6 of 8 TM0041-08-25|Rev.04|23 June 2025





Day	4
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	Measuring & Evaluating SAM Performance
0730 - 0930	Metrics for Measuring SAM Performance • Evaluating the Success of
	Strategic Account Management Efforts <ul> <li>Identifying Areas for Improvement</li> </ul>
0930 - 0945	Break
	Continuous Improvement
0945 – 1100	<i>Importance of Continuous Improvement in SAM</i> • <i>Techniques for Identifying</i>
0943 - 1100	<i>Opportunities for Improvement</i> • <i>Implementing Changes &amp; Evaluating their</i>
	Effectiveness
1100 – 1230	Managing International Accounts
	Key Considerations when Managing International Strategic Accounts •
	Strategies for Managing Cultural Differences • Techniques for Building
	Strong Relationships Across Borders
1230 - 1245	Break
	Managing Virtual Accounts
1245 - 1420	Key Considerations when Managing Virtual Strategic Accounts • Strategies
1243 - 1420	for Building Strong Relationships in a Virtual Environment • Tools &
	Techniques for Effective Communication & Collaboration
1420 - 1430	Recap
1430	Lunch & End of Day Four

#### Day 5

Team Building & Leadership         0730 – 0930       Building a High-Performing SAM Team • Techniques for Effective         Building & Leadership • Identifying & Developing Team Members' Str         0930 – 0945       Break         Managing Resources	
Building & Leadership • Identifying & Developing Team Members' Str0930 - 0945Break	
0930 – 0945 Break	engths
Managing Resources	
0945 – 1100 Allocating Resources Effectively for SAM • Techniques for Ma	naging
Budgets & Other Resources • Identifying Areas where Resources	can be
Optimized	
Managing Time Effectively	
1100 – 1230 Importance of Time Management in SAM • Techniques for Managing	g Time
Effectively • Prioritizing Tasks & Delegating Responsibilities	-
1230 – 1245 Break	
Review & Implementation	
1245 – 1345 Reviewing Key Concepts & Techniques Learned in the Course • Deve	eloping
an Implementation Plan for SAM • Identifying Next Steps & Ongoing	, Areas
for Improvement	
1345 – 1400 Course Conclusion	
1400 – 1415 <b>POST-TEST</b>	
1415 – 1430 Presentation of Course Certificates	
1430 Lunch & End of Course	



TM0041 - Page 7 of 8 TM0041-08-25|Rev.04|23 June 2025





# **Practical Sessions**

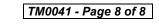
This practical and highly-interactive course includes real-life case studies and exercises:-



# Course Coordinator

Mari Nakintu, Tel: +971 2 30 91 714, Email: mari1@haward.org







TM0041-08-25|Rev.04|23 June 2025