

COURSE OVERVIEW TM0041 Strategic Account Management

Course Title

Strategic Account Management

Course Date/Venue

Please refer to page 2

Course Reference

TM0041

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



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.

This course is designed to provide participants with a detailed and up-to-date overview of Strategic Account Management. It covers the strategic account management and its importance in business; identifying strategic accounts, conducting market research and analysis and creating a profile of an ideal strategic account; recognizing customer needs and developing a strategic account plan; building a strong relationship and communicating effectively with strategic accounts; managing customer expectations; and addressing customer concerns and complaints in a professional manner.



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.



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®). The H-STK® 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)

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.

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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.



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**, **Lean Manufacturing & Process Optimization**, **Production Planning & Control**, **Supply 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 Scheduling**, **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 Diasfalis 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.

Course Fee

Greece	US\$ 8,800 per Delegate + VAT . This rate includes Participants Pack (Folder, Manual, Hand-outs, etc.), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
Madrid	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.
London	US\$ 8,800 per Delegate + VAT . This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day
Dubai	US\$ 5,500 per Delegate + VAT . This rate includes H-STK® (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, State-of-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 1

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



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

Day 2

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

Day 3

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

Day 4

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

Day 5

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

Practical Sessions

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



Course Coordinator

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