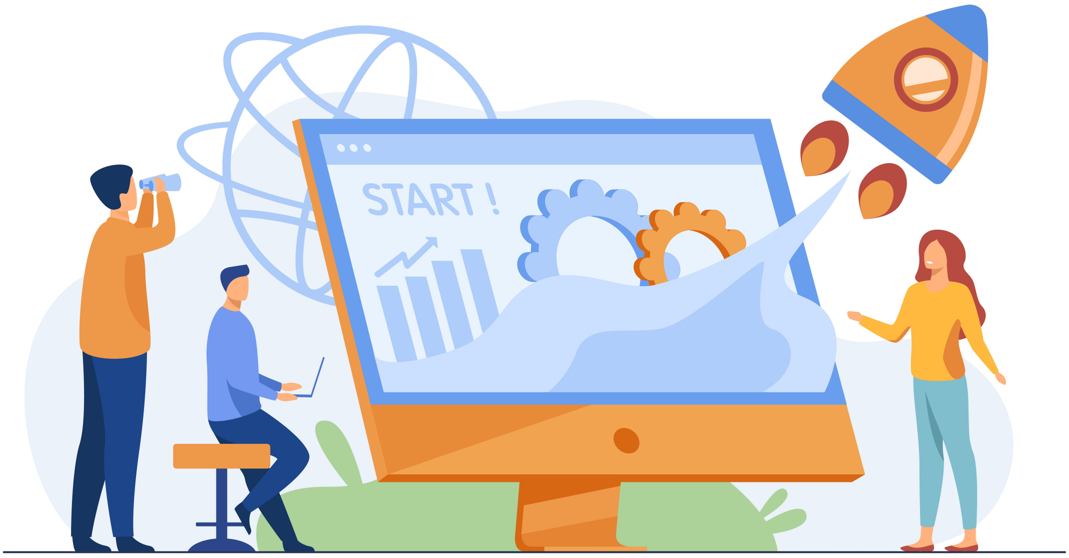


# Advanced Account Management and Business Development

**Duration:** 5 Days

**Language:** en

**Course Code:** MG2 - 202

## Objective

By the end of this course, participants will be able to:

- Develop and execute sophisticated account growth strategies tied to client objectives.
- Leverage financial acumen to evaluate account profitability and value creation.
- Apply advanced segmentation, stakeholder mapping, and client influence tactics.
- Design innovative business development initiatives aligned with market trends.
- Use predictive analytics and advanced KPIs to manage and grow accounts strategically.
- Master complex negotiations and influence senior-level decision makers.
- Lead strategic collaborations and ecosystem partnerships for scalable growth.

## Audience

This course is ideal for:

- Senior account managers and directors.
- Experienced business development managers and executives.
- Client relationship leaders and key account specialists.
- Sales strategists looking to deepen their expertise.
- Professionals preparing for leadership roles in commercial functions.

## Training Methodology

The course integrates real-world business cases, advanced frameworks, peer-to-peer learning, simulations, and interactive group exercises. Participants apply the concepts to their own accounts and business challenges throughout the sessions.

## Summary

In competitive and fast-evolving markets, account managers and business development professionals must move beyond foundational skills to deliver measurable, strategic impact. This advanced course empowers experienced professionals to master high-level account management and business development practices — including advanced planning, client strategy, financial insight, and value-based growth initiatives.

The programme focuses on building strategic partnerships, leveraging data analytics, managing complex negotiations, and innovating business development approaches to create sustainable competitive advantage.

## Course Content & Outline

**Section 1: Strategic Account Leadership and Growth**

- Moving from account management to account leadership.

- Understanding client strategy and aligning with their business priorities.
- Identifying white space and blue ocean opportunities within accounts.
- Financial analysis: profitability, lifetime value, and cost-to-serve.
- Advanced stakeholder mapping and influence strategies.

**Section 2: Advanced Account Planning and Performance Management**

- Building multi-year strategic account plans with scenario planning.
- Defining advanced KPIs and value-based metrics for account growth.
- Portfolio management: balancing high-potential and defensive accounts.
- Managing cross-border or multi-divisional accounts with complexity.
- Developing client-specific innovation and co-creation initiatives.

**Section 3: High-Impact Client Relationship Strategy**

- Managing executive-level relationships and boardroom conversations.
- Navigating client politics and internal decision-making processes.
- Deepening trust through thought leadership and strategic insights.
- Proactive approaches to managing client crises and recovering relationships.
- Personal branding and credibility building with key clients.

**Section 4: Business Development Innovation and Ecosystem Growth**

- Designing differentiated value propositions beyond price.
- Identifying and capitalising on disruptive trends and emerging markets.
- Building strategic alliances, joint ventures, and ecosystem partnerships.
- Account-based marketing (ABM) at an advanced level.
- Leveraging technology to scale business development activities.

**Section 5: Advanced Data-Driven Insights and Predictive Analytics**

- Using predictive analytics and AI tools for account and pipeline forecasting.
- Integrating CRM data with external market intelligence for strategy development.
- Advanced performance dashboards and reporting for executives.
- Detecting early signals of churn or expansion opportunities.
- Translating data into actionable strategic decisions.

**Section 6: Mastering Complex Negotiations and Long-Term Deals**

- Advanced negotiation psychology and influence tactics.

- Preparing for multi-party, cross-cultural, or high-stakes negotiations.
- Crafting creative deal structures that maximise mutual value.
- Building win-win contracts and managing risk over long-term agreements.
- Post-closing: ensuring seamless delivery and continuous value realisation.

## Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Management & Leadership, Project Management

## Tags

Business Development, Advanced Account Management, Advanced business development speicialist

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