



KEY ACCOUNT MANAGEMENT BOOTCAMP

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12-week bootcamp | 1 hour per
week **Transformed Forever**

Key Accounts: 70% More likely to close deals!



What if today's top client isn't tomorrow's biggest opportunity?

Did you know that **new business from key accounts** is up to **70% more likely to close** than deals with new clients!

**Want maximum growth?
Focus on your best accounts!**

Get strategic about how to drive long-term partnerships and accelerate revenue growth.

A formula-based toolkit to help you:

- Design data-driven strategies
- Build robust, actionable account plans
- Craft compelling value propositions



KEY ACCOUNT MANAGEMENT BOOTCAMP



DURATION

12 weeks; 1 hour per week



FORMAT

Online, virtual
workshop



SCORECARD

Also available in
Category B or
Category E
solution format



Ready to turn key account management into your competitive advantage?

Convenient learning,
zero extra costs!

Forget about travel and accommodation costs and worries. Learn comfortably from anywhere.



KEY ACCOUNT MANAGEMENT BOOTCAMP

BEST TIMES TO USE

- When you need a **formula-based toolkit** to prioritise accounts objectively and guide time investment decisions for key account management
- Implement **proven processes and tools** for long-term account success
- Strengthen and sustain relationships with **high-value customers**
- Shift from transactional sales to **strategic key account management**





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Key Account Managers are defined by the relationships they build and the opportunities they create. Every decision, from selecting key accounts to fostering loyalty, drives long-term success.

This bootcamp equips you with skills, strategies and tools to turn key account management into competitive advantage – prioritising high-value accounts, boosting revenue, and ensuring lasting customer satisfaction.

Master the skill of winning clients – again and again!

WHAT'S IN IT FOR YOU AND YOUR TEAM?

- Explore our **formula-based toolkit** and build robust key account plans
- **Align teams around customer goals** and be strategic about managing your key accounts
- Try out proven **upselling and cross-selling techniques**
- Get tips to help you **manage relationships at all levels**, from departmental teams to the C-suite

KEY TAKEAWAYS

- Use **proven frameworks** to classify, score and prioritise accounts for focused, impactful key account management
- Use a **formula-based toolkit** to score and rank your key accounts and prioritise your key account management strategy objectively
- Develop **actionable account plans** that align with both customer goals and business growth

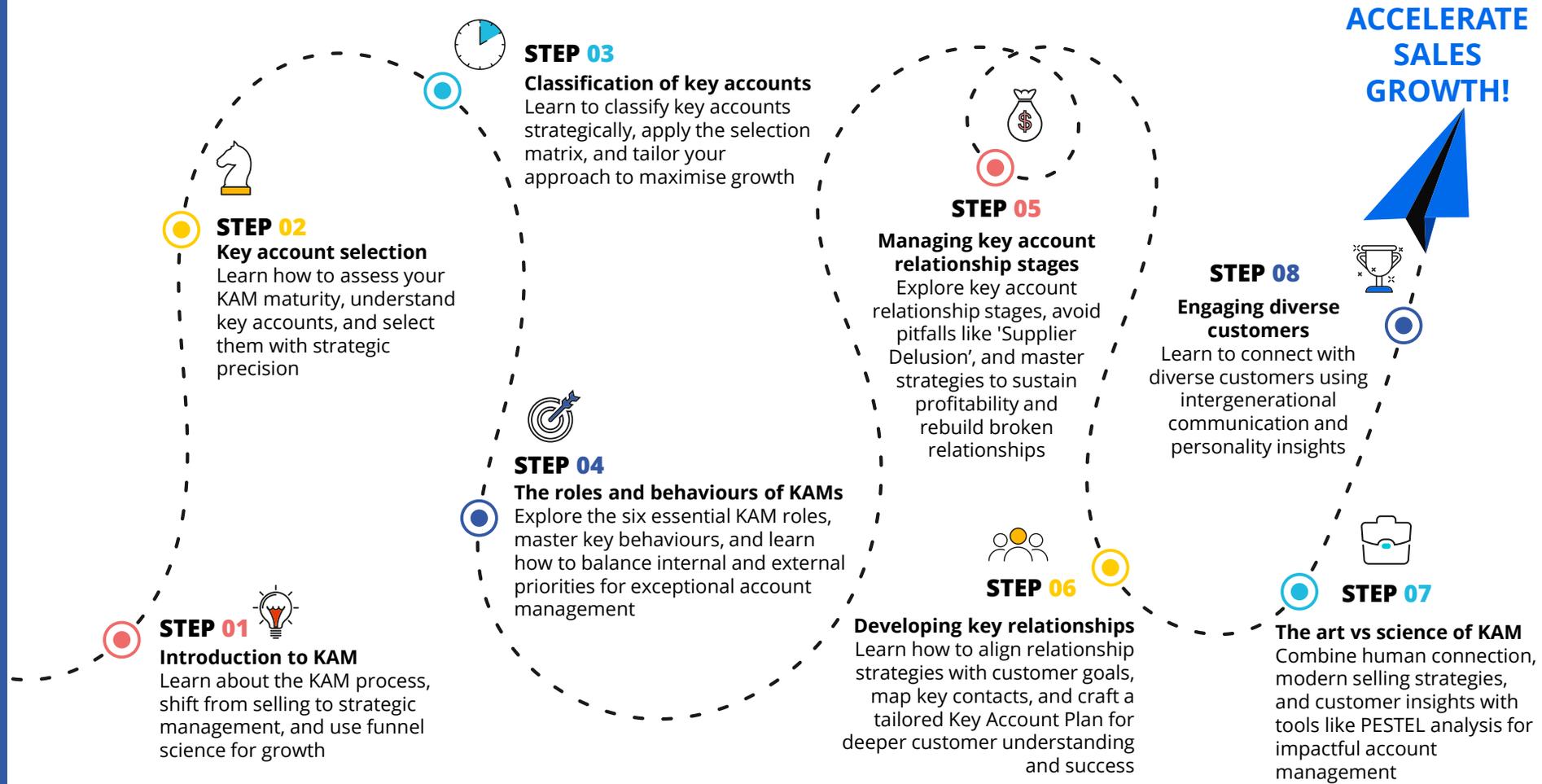


BOOTCAMP OVERVIEW

12-WEEK BOOTCAMP | 1 HOUR PER WEEK

KEY ACCOUNT MANAGEMENT BOOTCAMP

Develop a strategic, impactful, and lasting approach to key account management – *winning client loyalty consistently!*



Ready to turn strategy into success?

[GET A QUOTE - BOOK YOUR SPOT!](#)



SOME OF OUR RECENT CLIENTS





Let's chat about this Bootcamp for your sales teams today!



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