
Strategic Key Account Management

22 – 26 February 2027
Madrid





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Key Account Management is a 5-day senior account-management course delivered by Mars Training Centre at international venues in London, Dubai, Munich, Amsterdam, and Doha — designed for key-account directors, strategic-account managers, and senior commercial leaders responsible for the relationship and revenue of a small number of large customers.

In most B2B organisations, a small set of customers generates a disproportionate share of revenue, profit, and strategic risk. Losing one of them can change the trajectory of a business. Yet many senior account leaders run those relationships on goodwill and history rather than on a structured account-management discipline. This programme is built to install that discipline.

Across five focused days, you will work through the full key-account stack: account selection, account planning, governance, multi-stakeholder mapping, joint value creation, negotiation, and the senior leadership behaviours that protect strategic accounts over years. The programme uses case material from British, European, and Middle Eastern markets, with applied exercises built around your own account portfolio.

What You Will Learn

By the end of this programme, you will be able to:

- Select and tier strategic accounts using clear commercial criteria.
- Build an account plan that the customer would recognise and value.
- Map and influence multi-stakeholder buying centres.
- Lead joint business planning sessions with senior customer counterparts.
- Govern an account programme across functions and regions.
- Diagnose account health and intervene before problems escalate.
- Lead complex commercial negotiations within long-term relationships.
- Build and lead a virtual account team across the organisation.
- Identify and develop new value within existing accounts.
- Defend account investment using meaningful commercial metrics.

How You Will Benefit

You will leave with a senior account leader's playbook — selection, planning, governance, negotiation — and a Mars Certificate of Completion.

Your organisation will gain an account leader who can protect strategic accounts, grow share of wallet, and treat the largest customers as the strategic assets they are.



Who This Programme Is For

This programme is designed for senior commercial and account leaders, including:

- Key Account Directors and Strategic Account Managers
- Heads of Major Accounts and Enterprise Sales
- Senior Account Directors in B2B and B2G businesses
- Sales Directors with strategic-account responsibility
- Commercial Directors in supplier-led industries
- Senior Customer Success Directors in enterprise sectors
- Industry specialists moving into account leadership

The seniority floor is senior manager and above. The programme is delivered in person over five days in London, Dubai, Munich, Amsterdam or Doha and leads to a Mars Certificate of Completion.