

SALES ACCOUNT MANAGEMENT AND DEVELOPMENT CERTIFICATION

As per International Standards



UNICHROME

Unichrone Training **Advantages**

- ✓ 1 Day Interactive Instructor-led Online/Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Mock Tests to prepare in a best way
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies and present trends
- ✓ Sales Account Management and Development Training Course adhered with International Standards
- ✓ End-to-end support via phone, mail, and chat
- ✓ Convenient Weekday/weekend Sales Account Management and Development Training Course schedule



About Unichrone

✓ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



Guaranteed Quality



Handpicked Trainers



Global Presence



Online Training Option

We've trained professionals across global companies

Importance of Sales Account Management and Development Training

- ✓ Sales Account Management and Development Certification is a professional credential designed to equip individuals with skills and knowledge necessary to excel in Sales Account Management. This certification covers a wide range of topics, including account planning, relationship building, sales strategy development, negotiation, and customer relationship management. Upon successful completion of the certification, individuals demonstrate their expertise in managing and developing sales accounts, contributing to organizational growth and success.
- ✓ Sales Account Management and Development Certification Training offered by Unichrone is designed to equip professionals with the skills and knowledge necessary to excel in managing and growing customer relationships. Through our comprehensive curriculum, participants will acquire expertise in account planning, relationship building, sales strategy development, negotiation, and customer relationship management. Our experienced trainers provide practical insights and real-world examples to ensure that participants can effectively apply what they have learned to their professional roles. By training with Unichrone, individuals will gain the competitive edge needed to thrive in today's dynamic sales environment.

ELIGIBILITY CRITERIA

- ✓ Aspirants need not meet any requirements to pursue Sales Account Management and Development Training Course. However, having prior knowledge is beneficial.

WHO SHOULD ATTEND

- ✓ Any individual who wants to gain skills to understand Sales Management can enroll in the Sales Account Management and Development Training course.

SALES ACCOUNT MANAGEMENT AND DEVELOPMENT CERTIFICATION ADVANTAGES



CERTIFIES
YOUR TALENT



HELPS
BUILDING
VALUES



GLOBAL
RECOGNITION



PERFECT
EXECUTION



BUILDS
CUSTOMER
LOYALTY



MORE
EMPLOYABILITY
OPTIONS

Syllabus of Sales Account Management and Development Training

Lesson 01 – Introduction to Sales Account

1.	What is Sales Account?
2.	Importance of Sales Account
3.	Reliability
4.	Record Keeping
5.	Transparency
6.	New Leadership
7.	Expansion
8.	Advantages of Having a Sales Account
9.	Disadvantages of Sales Account

Lesson 02 – Key Account Management (KAM)

1.	What is a Key Account?
2.	Benefits of Key Account Management
3.	Difference Between Key Account Management and Selling
4.	How to Hire Key Account Managers?
5.	Key Account Management Plan

Lesson 03 – Sales Account Management Growth

1.	What is the Difference Between Sales and Account Management?
2.	Account Management Responsibilities
3.	Sales Account Management Approach
4.	Audit Sales Account Management Data
5.	Steps for Better Sales Account Management

Lesson 04 – Account Manager Skills

1.	What are Account Manager Skills?
2.	Enhance Your Account Manager Skills
3.	Account Manager Skills in the Workplace
4.	How to Highlight Your Account Manager Skills?

Syllabus of Sales Account Management and Development Training

Lesson 05 – Sales Account Management Best Practices

1. Understand What Qualifies as a Key Account
2. Choose Your Account Managers Carefully
3. Facilitate the Handoff from Sales
4. Build a Detailed Customer Profile
5. Add Value
6. Champion Cross-Functional Collaboration
7. Help Your Customers Succeed

Lesson 06 – Introduction to Strategic Account Management

1. What is Strategic Account Management?
2. Strategic Account Management Process
3. Strategic Account Development Plan
4. Strategic Account Management Planning Tools
5. Strategic Account Management Best Practices
6. What is Strategic Account Management?

Syllabus of Sales Account Management and Development Training

Lesson 07 – Implementing Account Management

1.	Essential Elements of a Successful KAM
2.	Key Performance Indicators
3.	KAM Implementation Milestones
4.	KAM Implementation Checklist

Lesson 08 – Account Development Manager

1.	What is Account Development?
2.	Key Responsibilities of Account Development Manager
3.	How to Become an Account Development Manager?

Syllabus of Sales Account Management and Development Training

Lesson 09 – Sales and Account Development

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| 1. | Sales and Account Development to Build Profitable Client Relationships |
| 2. | Equip Sales Teams for Success |
| 3. | Utilize Strategic Sales Actions |
| 4. | Deliver on Sales Promises |
| 5. | Account Management and Strategy |

Exam Format of Sales Account Management and Development Certification

Examination Format	
Exam Name	Sales Account Management and Development Exam
Exam Format	Multiple Choice
Total Questions & Duration	30 Questions, 1 Hour
Passing Score	Minimum passing score of 70%
Exam Cost	Included in training fee

To get you fully prepared with the knowledge and skills for Sales Account Management and Development, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Sales Account Management and Development exam.

Contact Us

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<https://unichrone.com/>

