



Sales Skills & Key Account Management: Advanced Level

Administration, Communication & Customer Service

QGT-ADM-126 | Advanced | 5 or 10 days | Online, classroom, in-house

Course overview

Sales Skills & Key Account Management: Advanced Level is an advanced programme for experienced practitioners in Sales Skills & Key Account Management. It covers the principles, the requirements of international service and communication best practice, and the practical methods used on site, with case studies from operations in the Gulf, Africa and worldwide. Available online, in the classroom in 60 cities, or in-house.

What participants will be able to do

- Explain the principles, terminology and scope of Sales Skills & Key Account Management
- Apply the relevant requirements of international service and communication best practice
- Apply advanced analysis methods to real operating data
- Recognise common problems, risks and root causes and choose the right corrective action
- Prepare an improvement plan for their own site or organisation

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams with at least three years of experience.

Course outline (5 days)

Day 1: Core principles revisited

Fast review and recent changes in international service and communication best practice

Day 2: Advanced analysis methods

Detailed techniques, data interpretation and calculations

Day 3: Design and performance optimisation

Improving reliability, efficiency and cost

Day 4: Troubleshooting complex cases

Diagnosing multi-cause problems from field data

Day 5: Risk, decisions and integration

Building a risk-based plan and presenting recommendations

What the 10-day edition adds

Day 6: Applied project, part 1 – Apply the week-one methods to a case from your organisation

Day 7: Data and digital tools – Software, spreadsheets and digital tools used in practice

Day 8: Lessons from incidents and audits – What investigations and audit findings teach

Day 9: Applied project, part 2 – Complete, test and refine your solution

Day 10: Presentations and final assessment – Present to the group and complete the final assessment

Fees (USD per participant)

Duration	Live online	Classroom	In-house
5 days	\$3,000	\$5,500	On quote
10 days	\$5,500	\$9,900	On quote

Fees include course material and certificate of completion; classroom fees include refreshments and lunch. In-house training is priced per group.

Dates and cities 2027–2030

Dates	City	Format	Duration	Fee
14–25 Feb 2027	Al Khobar	Classroom	10 days	\$9,900
10–14 May 2027	Singapore	Classroom	5 days	\$5,500
4–15 Jul 2027	Manama	Classroom	10 days	\$9,900
1–5 Aug 2027	Muscat	Classroom	5 days	\$5,500
6–17 Sep 2027	Online (live)	Online (live)	10 days	\$5,500
17–28 Jan 2028	Brussels	Classroom	10 days	\$9,900
6–10 Mar 2028	Johannesburg	Classroom	5 days	\$5,500
1–12 May 2028	Barcelona	Classroom	10 days	\$9,900
29 May – 2 Jun 2028	Tbilisi	Classroom	5 days	\$5,500
26 Jun – 7 Jul 2028	Online (live)	Online (live)	10 days	\$5,500
22 Jan – 2 Feb 2029	Manchester	Classroom	10 days	\$9,900
12–16 Feb 2029	Abu Dhabi	Classroom	5 days	\$5,500
12–23 Mar 2029	Geneva	Classroom	10 days	\$9,900
28 May – 1 Jun 2029	Nairobi	Classroom	5 days	\$5,500
3–14 Sep 2029	Online (live)	Online (live)	10 days	\$5,500
18 Feb – 1 Mar 2030	Geneva	Classroom	10 days	\$9,900
9–13 Jun 2030	Cairo	Classroom	5 days	\$5,500
8–19 Jul 2030	Zurich	Classroom	10 days	\$9,900
16–20 Sep 2030	Frankfurt	Classroom	5 days	\$5,500
23 Sep – 4 Oct 2030	Online (live)	Online (live)	10 days	\$5,500

How to register

Register online or scan the code

<https://qimmatrainig.com/courses/sales-skills-and-key-account-management-advanced-level/>

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