



Sales Skills & Key Account Management

Administration, Communication & Customer Service

QGT-ADM-108 | Foundation | 5 or 10 days | Online, classroom, in-house

Course overview

Sales Skills & Key Account Management is an introduction that builds a solid working knowledge 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
- Use practical tools, checklists and calculations with confidence
- 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, new joiners and anyone who needs a solid grounding in the subject.

Course outline (5 days)

Day 1: Principles and terminology

Scope, key definitions and how Sales Skills & Key Account Management fits into daily operations

Day 2: Codes, standards and requirements

What international service and communication best practice require, and how to read them

Day 3: Methods, tools and calculations

Step-by-step methods, checklists and worked examples

Day 4: Operation, inspection and common problems

Typical failures, warning signs and what to do about them

Day 5: Case studies, workshop and assessment

Group exercise on real cases and a final knowledge check

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
8–12 Feb 2027	Kigali	Classroom	5 days	\$5,500
30 May – 10 Jun 2027	Alexandria	Classroom	10 days	\$9,900
5–9 Jul 2027	Sharjah	Classroom	5 days	\$5,500
12–23 Jul 2027	Johannesburg	Classroom	10 days	\$9,900
19–23 Jul 2027	Online (live)	Online (live)	5 days	\$3,000
7–11 Feb 2028	Brussels	Classroom	5 days	\$5,500
6–17 Mar 2028	Tbilisi	Classroom	10 days	\$9,900
10–14 Apr 2028	Houston	Classroom	5 days	\$5,500
30 Oct – 10 Nov 2028	London	Classroom	10 days	\$9,900
20–24 Nov 2028	Online (live)	Online (live)	5 days	\$3,000
19–23 Feb 2029	Paris	Classroom	5 days	\$5,500
20–31 May 2029	Cairo	Classroom	10 days	\$9,900
25–29 Jun 2029	London	Classroom	5 days	\$5,500
9–20 Jul 2029	Geneva	Classroom	10 days	\$9,900
1–5 Oct 2029	Online (live)	Online (live)	5 days	\$3,000
6–10 May 2030	Kuala Lumpur	Classroom	5 days	\$5,500
5–16 Aug 2030	Rome	Classroom	10 days	\$9,900
2–6 Sep 2030	Lisbon	Classroom	5 days	\$5,500
17–28 Nov 2030	Riyadh	Classroom	10 days	\$9,900
25–29 Nov 2030	Online (live)	Online (live)	5 days	\$3,000

How to register

Register online or scan the code

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

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