



Sales Skills & Key Account Management Masterclass

Administration, Communication & Customer Service

QGT-ADM-162 | Masterclass | 5 or 10 days | Online, classroom, in-house

Course overview

Sales Skills & Key Account Management Masterclass is a senior-level masterclass on strategy and performance 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
- Build a business case and roadmap their leadership team can act on

Who should attend

Designed for administrative staff, executive assistants, marketing, sales and customer-facing teams in senior and leadership roles.

Course outline (5 days)

Day 1: Strategic view of Sales Skills & Key Account Management

Trends, regulation and what leading companies do differently

Day 2: Benchmarking and performance

KPIs, maturity models and gap analysis

Day 3: Lessons from major incidents and projects

Decision points that changed outcomes

Day 4: Leading the change

Building the business case, budget and team capability

Day 5: Masterclass forum

Expert panel, peer exchange and personal roadmap

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
22–26 Feb 2027	Munich	Classroom	5 days	\$5,500
19–30 Apr 2027	Marrakech	Classroom	10 days	\$9,900
12–16 Jul 2027	Accra	Classroom	5 days	\$5,500
9–20 Aug 2027	Athens	Classroom	10 days	\$9,900
15–19 Nov 2027	Online (live)	Online (live)	5 days	\$3,000
27–31 Mar 2028	Brussels	Classroom	5 days	\$5,500
7–18 May 2028	Muscat	Classroom	10 days	\$9,900
26–30 Jun 2028	Lagos	Classroom	5 days	\$5,500
31 Jul – 11 Aug 2028	Milan	Classroom	10 days	\$9,900
9–13 Oct 2028	Online (live)	Online (live)	5 days	\$3,000
12–16 Mar 2029	Stockholm	Classroom	5 days	\$5,500
8–19 Jul 2029	Cairo	Classroom	10 days	\$9,900
19–23 Aug 2029	Kuwait City	Classroom	5 days	\$5,500
15–26 Oct 2029	Nairobi	Classroom	10 days	\$9,900
12–16 Nov 2029	Online (live)	Online (live)	5 days	\$3,000
10–14 Feb 2030	Riyadh	Classroom	5 days	\$5,500
18–29 Mar 2030	Nairobi	Classroom	10 days	\$9,900
29 Apr – 3 May 2030	Kigali	Classroom	5 days	\$5,500
3–14 Jun 2030	Dubai	Classroom	10 days	\$9,900
24–28 Jun 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-masterclass/>

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