



Sales Skills & Key Account Management: Practical Workshop

Administration, Communication & Customer Service

QGT-ADM-144 | Practical workshop | 5 or 10 days | Online, classroom, in-house

Course overview

Sales Skills & Key Account Management: Practical Workshop is a hands-on workshop built around exercises and real site problems 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 who want practice rather than theory.

Course outline (5 days)

Day 1: Workshop briefing and baseline

Participants bring a real problem from their own site

Day 2: Guided practice 1

Hands-on exercises using templates, checklists and calculators

Day 3: Guided practice 2

Simulations and role-play based on Sales Skills & Key Account Management scenarios

Day 4: Field cases from the Gulf and Africa

Analysing what went wrong and what worked

Day 5: Action plan and peer review

Each participant leaves with a reviewed improvement plan

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
5–9 Apr 2027	Toronto	Classroom	5 days	\$5,500
26 Apr – 7 May 2027	Accra	Classroom	10 days	\$9,900
21–25 Jun 2027	Kuala Lumpur	Classroom	5 days	\$5,500
4–15 Oct 2027	Vienna	Classroom	10 days	\$9,900
1–5 Nov 2027	Online (live)	Online (live)	5 days	\$3,000
21–25 Feb 2028	Brussels	Classroom	5 days	\$5,500
24 Apr – 5 May 2028	Budapest	Classroom	10 days	\$9,900
21–25 May 2028	Riyadh	Classroom	5 days	\$5,500
19–30 Jun 2028	Lagos	Classroom	10 days	\$9,900
7–11 Aug 2028	Online (live)	Online (live)	5 days	\$3,000
8–12 Apr 2029	Al Khobar	Classroom	5 days	\$5,500
2–13 Jul 2029	Dubai	Classroom	10 days	\$9,900
17–21 Sep 2029	Zurich	Classroom	5 days	\$5,500
18–29 Nov 2029	Alexandria	Classroom	10 days	\$9,900
3–7 Dec 2029	Online (live)	Online (live)	5 days	\$3,000
24–28 Mar 2030	Riyadh	Classroom	5 days	\$5,500
23 Jun – 4 Jul 2030	Al Khobar	Classroom	10 days	\$9,900
9–13 Sep 2030	Manchester	Classroom	5 days	\$5,500
16–27 Sep 2030	Casablanca	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-practical-workshop>

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