Training Course on Advanced Key Account Management (Public Sales)

Professional Development Training Course Outline

Category	General Training	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's competitive public sector landscape, mastering the art of *Key Account Management (KAM)* has become a necessity, not a luxury. Training Course on Advanced Key Account Management (Public Sales) is tailored specifically for public sales professionals who manage high-value, strategic accounts in government and public sector environments. The course equips participants with high-impact strategies and *relationship-building skills* to improve account penetration, drive long-term loyalty, and deliver measurable growth across complex public procurement channels.

By using *data-driven sales methodologies*, *public procurement compliance tactics*, and advanced *customer success frameworks*, this program will help participants to elevate their key account performance. Participants will learn how to navigate public sector decision-making processes, create actionable account development plans, and adopt cutting-edge digital selling techniques to enhance public sales engagement. From stakeholder mapping to revenue forecasting, every tool and framework introduced is designed for immediate application in real-world public sales settings.

Programme Curriculum

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Course Objectives

By the end of this course, participants will be able to:

1. Apply advanced public sector key account management strategies.
2. Leverage strategic selling techniques in government procurement.
3. Develop robust account growth and penetration plans.
4. Implement public tender compliance protocols effectively.
5. Enhance public buyer engagement and trust-building.
6. Analyze public procurement cycles and decision chains.
7. Use data-driven forecasting and reporting tools.
8. Strengthen stakeholder mapping and influence tactics.
9. Craft customer-centric value propositions for public clients.
10. Measure Key Performance Indicators (KPIs) for account success.
11. Manage multi-channel communication workflows.
12. Identify opportunities for contract renewals and up-selling.
13. Use CRM systems and AI tools for public account intelligence.

Target Audience

This course is ideal for:

1. Key Account Managers in public sector sales
2. Government sales representatives
3. Bid and proposal managers
4. Sales team leaders and supervisors
5. Public procurement officers
6. Contract management professionals
7. Business development executives targeting public accounts
8. Sales analysts and operations support staff

Course Duration: 10 days

Course Modules

Module 1: Introduction to Public Sector Key Account Management

- Understanding public vs. private sector sales
- Defining key accounts in government sales
- Importance of long-term relationship management
- Key compliance factors in public accounts
- Overview of value-driven public sales
- **Case Study: Winning a 5-Year Government Telecom Contract**

Module 2: Strategic Account Planning for Public Sales

- Building public sector account maps
- Identifying high-value opportunities
- Cross-departmental collaboration planning
- Account segmentation and tiering
- Goal setting and measurement
- **Case Study: National Health Service Account Expansion**

Module 3: Navigating Public Procurement and Tendering

- Phases of public procurement
- Understanding bid requirements
- Avoiding disqualification in tenders
- Ethical considerations in public bidding
- Tender scoring systems explained
- **Case Study: Securing a Multi-Million-Dollar IT Bid**

Module 4: Stakeholder Mapping and Decision Chain Analysis

- Identifying direct vs. indirect stakeholders
- Influence hierarchy in government agencies
- Tailoring messaging per stakeholder
- Political and regulatory influences
- Relationship nurturing strategies
- **Case Study: Gaining Support from Multiple City Departments**

Module 5: Public Buyer Psychology and Communication

- Behavioral insights into public buyers
- Building credibility and influence
- Consultative sales communication
- Communication protocols in public agencies
- Managing objections diplomatically
- **Case Study: Rebuilding Trust After a Contract Breach**

Module 6: Value Proposition Design for Government Clients

- What public buyers value most

- Customizing offerings to agency goals
- ROI-based selling in the public sector
- Packaging services for compliance
- Leveraging case outcomes and metrics
- **Case Study: Crafting a Winning Municipal Solution Pitch**

Module 7: Performance Metrics and KPIs for Public Accounts

- Key metrics to track in public sales
- Reporting methods for accountability
- KPI dashboards and analytics
- Linking KPIs to procurement outcomes
- Optimizing underperforming accounts
- **Case Study: Turnaround of a Declining Public Utilities Account**

Module 8: Risk Management and Compliance

- Risk categories in public account sales
- Legal and audit requirements
- Preventing procurement fraud
- Internal compliance checklists
- Contractual safeguards
- **Case Study: Navigating an Unexpected Audit**

Module 9: Account Penetration and Upselling Strategies

- Deepening existing government accounts
- Cross-departmental selling
- Timing upsell opportunities
- Bundling solutions for scale
- Contract extensions and renewals
- **Case Study: Scaling a Single-Region Deal to National**

Module 10: Public Tender Writing and Response Excellence

- Anatomy of a winning proposal
- Compliance language and format
- Avoiding tender response pitfalls
- Differentiation in technical responses
- Visual and executive summary tips
- **Case Study: Crafting a Winning Transportation Bid**

Module 11: Public Sector Negotiation Mastery

- Stages of public procurement negotiation
- Negotiation constraints in public sales
- Creating win-win outcomes

- Managing delays and objections
- Post-award negotiation tips
- **Case Study: Re-Negotiating Contract Terms During Crisis**

Module 12: Leveraging Technology for Key Account Management

- CRM tools for public accounts
- AI in account segmentation
- Sales enablement platforms
- Automation of outreach and reporting
- Integrating public data sources
- **Case Study: Using AI for Forecasting a Defense Deal**

Module 13: Team Collaboration and Internal Alignment

- Sales-marketing-government synergy
- Cross-functional account teams
- Internal reporting structures
- Aligning customer support with sales
- Collaborative planning cycles
- **Case Study: Cross-Department Coordination on a National Contract**

Module 14: Executive Relationship Management

- Communicating with top-level government executives
- Building executive advocacy
- Managing high-level reviews
- Quarterly business reviews (QBRs)
- Executive dashboards and updates
- **Case Study: High-Level Relationship Strategy with Defense Ministry**

Module 15: Capstone Module – Strategic Account Growth Planning

- End-to-end public account strategy creation
- Review of tools and templates
- Peer-to-peer presentation of strategies
- Instructor critique and feedback
- Final assessment and certification
- **Case Study: Capstone Public Sector Growth Strategy Presentation**

Training Methodology

- Instructor-led workshops
- Live role-playing, hands-on CRM labs
- Real-world public sector case studies to ensure maximum knowledge transfer.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
16 Nov 2026	27 Nov 2026	Online	$2,000
16 Nov 2026	27 Nov 2026	Physical	$3,000
16 Nov 2026	27 Nov 2026	Physical	$6,000
16 Nov 2026	27 Nov 2026	Physical	$6,000
16 Nov 2026	27 Nov 2026	Physical	$12,000
16 Nov 2026	27 Nov 2026	Physical	$9,000
16 Nov 2026	27 Nov 2026	Physical	$12,000

Start Date	End Date	Location	Price
16 Nov 2026	27 Nov 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com